

AMERICAN GAS ASSOCIATION MONTHLY



Vol. VII

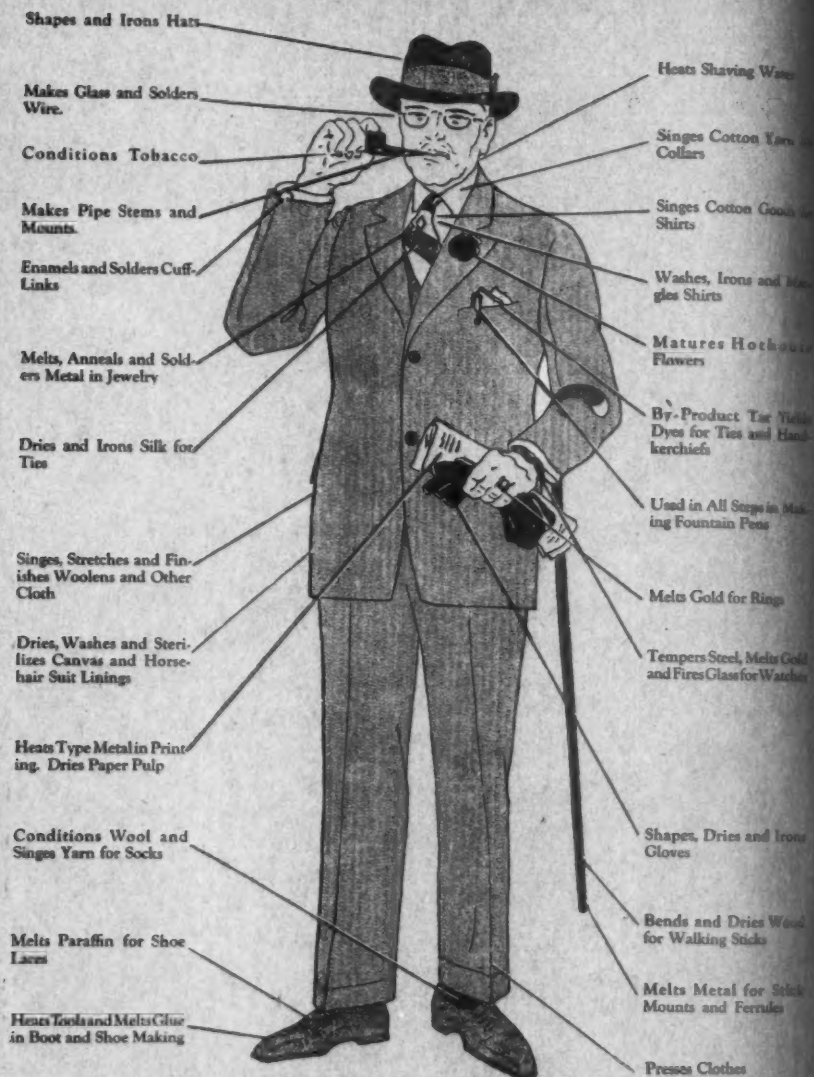
No. 6

JUNE, 1925

THE sun has risen on the gas era. There are clouds here and there, but faith and co-operative effort will dissolve and dissipate them.

—CLIFFORD JOHNSTONE
*Executive Secretary,
Pacific Coast Gas Association*

Gas Makes the Man



The above has just been turned out by the Publicity and Advertising Section as a display poster 38 x 25 inches. Available to all A. G. A. members at 35 cents per copy, just covering printing and mailing costs. For further details see page 376.

AMERICAN GAS ASSOCIATION MONTHLY

342 MADISON AVENUE, NEW YORK, N. Y.

HENRY OBERMEYER

Editor

Advisory Committee

F. L. BLANCHARD

H. C. CLARK

A. W. HAWKS, Jr.

J. M. BENNETT

E. F. GARDINER

VOLUME VII

JUNE, 1925

NUMBER 6

CONTENTS

	Page
WITH GAS AND GAS MEN SOUTH OF PANAMA	323
By George H. Waring	
THE TREND OF GAS RATE STRUCTURE IN THE UNITED STATES	327
By A. Gordon King	
GETTING BEHIND THE TESTING LABORATORY	330
By Alexander Forward	
THE OLD GUARD PASS IN REVIEW	331
By Charles W. Person	
SOME PROBLEMS THE EARLY GAS MAN HAD TO MEET	336
By Edward C. Jones	
MERCHANDISING PROBLEMS OF THE COKE DEPARTMENT	337
A Symposium	
THE EASTERN STATES GAS CONFERENCE	341
THE VALUE OF SERVICE IN COMPETING WITH OTHER INDUSTRIAL FUELS	345
By E. H. Ledyard	
THE PROSE POEM OF A GAS HOLDER	348
WOMAN'S PLACE IN THE PUBLIC UTILITY BUSINESS	349
By Mae S. Fietemeyer	
HOME SERVICE NEWS FROM THE FIELD	352
ROCHESTER PROGRESS DURING 1924	354
PUBLIC VS. PRIVATE OPERATION OF PUBLIC UTILITIES	356
By Henry L. Stimson	
RESULTS OF CUSTOMER OWNERSHIP	359
By Ralph Heilman	
THE SATEVEPOST TAKES A TEXT FROM THE MONTHLY	361
MEMBERSHIP DRIVE RESULTS IN RECORD MONTH	362
AFFILIATED ASSOCIATION ACTIVITIES	364
ASSURE SUCCESS OF CORRESPONDENCE COURSE	367
WHAT A BUDGET SHOULD MEAN TO THE EXECUTIVE	369
By G. L. Stansbury	
EXHIBITORS AT THE SEVENTH ANNUAL CONVENTION	371
PUBLIC UTILITIES PLAY LEADING ROLE AT HOUSTON	373
INDUSTRIAL GAS CAMPAIGN INAUGURATED	375
COMMERCIAL PROGRAM ACTIVELY UNDER WAY	377

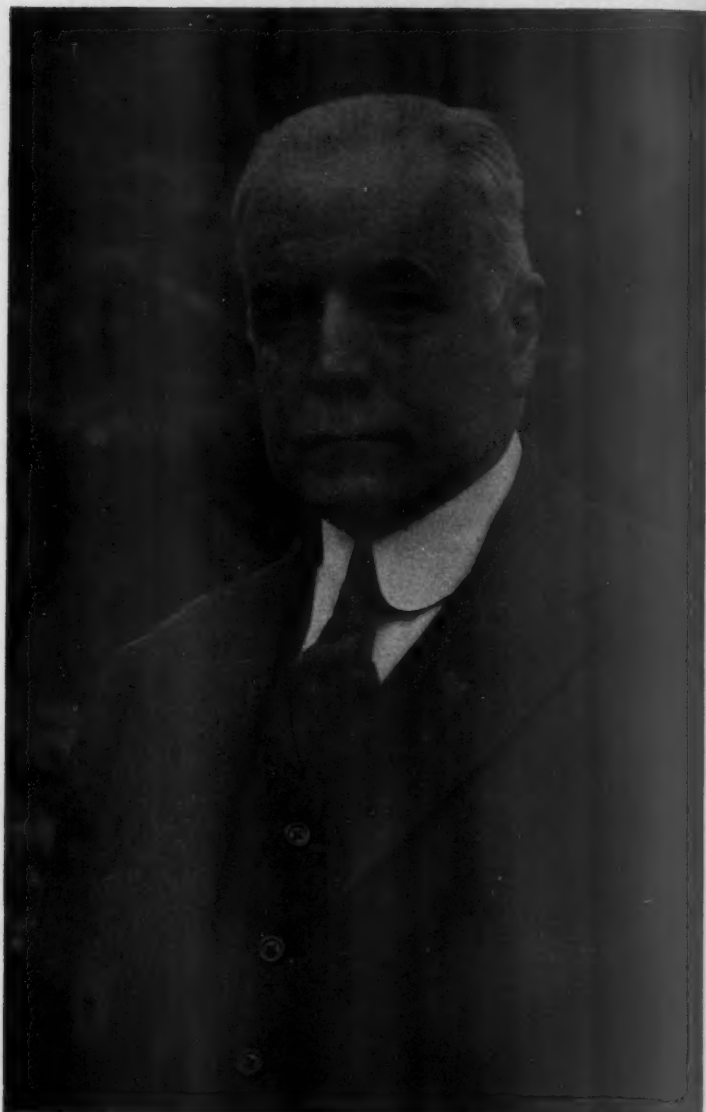
SUBSCRIPTION RATE

\$3.00 PER YEAR

For statements and opinions contained in papers and discussions appearing herein, the Association does not hold itself responsible.

Entered as Second Class Mail Matter at the Post Office at Brattleboro, Vermont, February 10th, 1922, under the Act of March 3, 1879.

Our Own Who's Who



©Underwood & Underwood

I.

GEORGE B. CORTELYOU

Born, New York, July 26, 1862; First Secretary of Department of Commerce and Labor, Feb. 16, 1903-July 1, 1904; Postmaster-General, Mar. 7, 1905-Mar. 4, 1907; Secretary of the Treasury, Mar. 4, 1907-Mar. 8, 1909, in Cabinets of President Roosevelt; Chairman Republican National Committee, 1904-7. President Consolidated Gas Company, New York, Since Mar. 9, 1909. First President of the American Gas Association, June 6, 1918-Sept. 30, 1920.

AMERICAN GAS ASSOCIATION MONTHLY

Vol. VII

JUNE, 1925

No. 6

With Gas and Gas Men South of Panama

By GEORGE H. WARING

AN investigation during a recent visit revealed that until 1914 the gas business in South America was very profitable. When the World War began all the gas utilities on the East Coast were confronted with the same impossible conditions that shook the physical and financial structures of other public utilities throughout the world.

Operating under franchises or concessions that had not contemplated the scarcity and heavy increases in costs of materials and supplies, and in some cases the falling off in sales of gas, and with overwhelming operating losses, several companies were compelled to close down, while others stopped paying dividends and accumulated large debts which they are now struggling to pay off.

For example, gas coal on the East Coast received from the United States and England cost as high as \$50 per long ton in 1918, and was so scarce even at that price that substitutes such as wood, corn, oil and bones were used. As the quality of the gas was inferior and the

service not up to standard, many consumers were lost. Conditions are now improving; good service has been restored; the quality of the gas is up to

standard; and where new concessions or franchises have been granted the companies are again earning a fair return on the capital invested.

There are, however, five cities in Argentina alone where gas service has been discontinued for the reason that the pre-war concessions are impossible under present conditions. These cities and their

"There should be a great field in South America for modern gas appliances such as are now made in the United States," says Mr. Waring. "About one-third of the total imports of South America are from the United States, and there is no reason why North American manufacturers of gas equipment and gas appliances cannot enjoy more of this business. There is a great future for the gas business in South America, but investors should be cautioned not to expect as great sales per capita as in the United States."

ent conditions. population are:

	Population
Rosario, Santa Fe Province,	295,000
Mendoza, Mendoza Province,	61,577
Parana, Entre Rios Province,	49,500
Chivilcoy, Buenos Aires Province,	45,000
Gualequay Chie, Entre Rios Province,	22,300

Quite a different story can be told of the few gas companies on the West Coast. When the World War started, the supply of Australian coal, which was then the source of supply for gas coal, was cut off. Chile coals were then used by the



CORRALES WORKS, BUENOS AIRES

gas companies for the first time and found to be equal to the Australian coal for gas-making purposes. The labor costs in Chile were, and still are, about half of those in Argentina. The discovery of gas coal in Chile was the salvation of the gas companies there, and, unlike the gas companies on the East Coast, they suffered very little from war condition and continued to pay dividends all through the war period.

One of the outstanding things which strikes a visitor from the United States is the very small consumption of gas per capita in the large cities of South America. This runs from 500 to 1500 cu.ft. as compared with nearly ten times this amount in cities of the same size in the United States. There are several reasons for this low gas consumption, the principal one being the economic condition of the country.

There is no large middle class population as in the United States, and the wages of the laboring class are so small that the working-man cannot afford to

use gas. On account of this situation the cost of gas supplied to the few who do use it is high and hence the price is such that it does not encourage its use by those who might otherwise afford it.

Nearly all the gas companies in South America are operated by Englishmen, and while they are good engineers as a rule, they do not seem to have the commercial training of the gas manager of North America. The appliances sold by the gas companies are more of the European type and are not as modern and convenient as here. Only a comparatively small amount is spent for the promotion of new business by most of the gas companies visited.

One of the most interesting facts is the shipping in of both English and North American coals at very low cost. The freight rate from both England and the United States is from \$3.00 to \$3.50 per long ton—in other words, West Virginia coal costs about the same in Buenos Aires as it does in Wisconsin or Minnesota.

Large quantities of oil have been found



PATRICIOS WORKS, BUENOS AIRES

in South America, yet gas oil from Los Angeles costs less in Buenos Aires than oil from Argentina, the present price being about nine cents per U. S. gallon.

Both coal gas and water gas are made. Nearly all gas works apparatus is of English make. However, at Rio de Janeiro the U. G. I. Contracting Company has installed a blue water gas set, at Buenos Aires the company has equipped its water gas sets with "back run", and at Valparaíso a new Roots exhauster has just been received. Some of the interesting equipment noted may be mentioned—a Glover-West vertical retort installation at Santos, Brazil; a complete gasification plant at La Plata, Argentina, erected by Ingania La Hoya Holanda of Holland. This plant is of small capacity, 106,000 cu.ft. per day. The gas company at Buenos Aires has fifteen gas holders, three of them being holders without guide frames of the spiral type and of German design. The largest one is a four-lift holder with a capacity of 4,600,000 cu.ft.

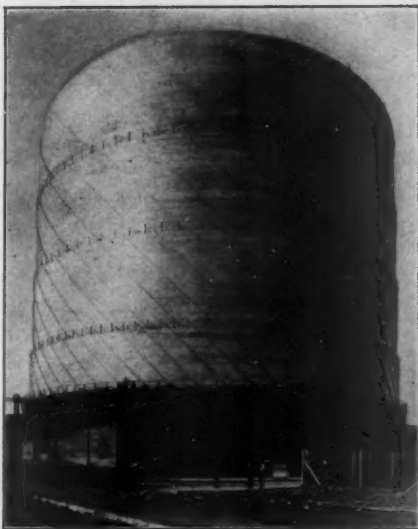
With few exceptions wet meters are used on the East Coast and are generally home-made. However, at Rio de Janeiro there are quite a number of Sprague cast iron dry meters in use, and in Buenos Aires the company is trying out some Swedish dry meters made by Atkiefbolaget of Stockholm. On the West Coast the companies prefer dry meters, and at Santiago the American Meter Company supplies a large part of their meters, although this gas company has also had good success with Atkiefbolaget meters.

On account of the high price of gas there is not much gas used for industrial purposes, so that few industrial appliances are sold. The domestic appliances handled by most of the gas companies are not modern or convenient. Very few cabinet ranges are sold, and the water heaters handled consist largely of the instantaneous, bathroom type. In most cases the gas ranges are either of English make or home-made. The water heaters most used are either of German make or

made locally, an exception being in the case of Rio de Janeiro, where Humphrey water heaters are largely used. A few Clark Jewell cabinet ranges and a few Humphrey automatic and tank heaters were seen in other locations than Rio de Janeiro.

There should be a great field in South America for modern gas appliances such as are now made in the United States. About one-third of the total imports of South America are from the United States, and there is no reason why North American manufacturers of gas equipment and gas appliances cannot enjoy more of this business. The manufacturers of electric equipment and electric appliances of the United States find a good market in South America, and they have educated the public to demand the most modern electrical appliances.

Some of the gas companies in South America are alive to the advantages of customer ownership. At Santiago 9000



German-Built Gas Holder of 4,600,000 Cu.Ft. Capacity, Malabia, Buenos Aires.

gas consumers out of 15,000 are stockholders. The inducement is a special discount on gas used by stockholders, which, of course, is discrimination and would not be allowed in the United States.

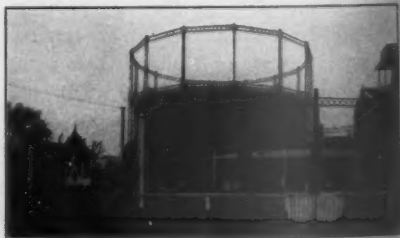
Unfortunately there is no state regulation of public utilities in South America. Utilities are required to make a contract with each municipality in which they wish to operate,

and heretofore these contracts or concessions were not flexible, so that as the cost of labor or materials advanced the rates could not be increased. All concessions made since 1914, however, provide for such contingencies.

There is a great future for the gas business in South America, but investors should be cautioned not to expect as great sales per capita as in the United States. The political situation in each country should also be taken into consideration. As the economic and political conditions improve in South America the gas business will also improve proportionately.



Station Meter and Gas House, South Barracas Gas Company.



Belgrano Works, Buenos Aires

The Trend of Gas Rate Structure in the U. S.

A Comparative Study of the Rates Appearing in Rate Lists

Nos. 1, 2, and 3

By A. GORDON KING, Service Engineer of the American Gas Association

THE Rate List, issued annually, and now in its third year, contains the rates of the manufactured gas companies in the United States and its possessions, as well as those in force in Canada, Cuba and Newfoundland. The replies received to the questionnaires from which it is compiled represent over 95 per cent of the latter—a gratifying and unusually high average.

In addition to rates, list No. 3 contains the population of districts supplied and heating value prescribed or furnished. Intelligent interpretation of the contents will furnish valuable information not only to gas company executives and operators,

but also to manufacturers of domestic and industrial equipment.

Prior to the preparation of Rate List No. 1 as of January 1, 1923, the American Gas Institute and later the Association, published the "Cumulative List of Rate Changes," No. 1 being issued December 1, 1917 and the last, No. 9, in June 1922.

We find that during this five year period there were recorded 217½ rate changes in the United States and Canada, 1966 being increases and 206 being decreases.

The following table illustrates the growth of that movement:

List	Issued	First	Second	Third	Fourth	Fifth	Sixth	Seventh	Decreases
1	Dec. 1917	129							
2	May 1918	278	17						
3	Sept. 1918	465	59	8					
4	Feb. 1919	475	63	9					
5	Dec. 1919	634	192	39	2				
6	Sept. 1920	689	390	160	38	11			
7	Mar. 1921	876	494	209	50	11	1		
8	Nov. 1921	889	608	303	81	12	3	1	126
9	June 1922	927	612	314	91	17	4	1	206

The 1923 Rate Structure Committee prepared the following analysis of Rate List No. 1 containing rates as of January 1, 1923:

Combination With	Block Rate	Block Service*	Flat Rate	Special	Total
No Minimum Bill	57 (1)		43 (3)		100
Monthly Minimum Bill	397 (18)	90 (17)	170 (29)		657
Service Charge	83 (3)		44 (6)		127
Block for Heating	4	3	3		10
Block—Industrial	13	10	22		45
Flat—Industrial			5		5
Optional—3 Part	1	2	5	1 (a)	9
Optional—Demand	4	2	2	1 (b)	10
				1 (c)	
Quantity Discount			1		1
	559	107	295	3	964

Note: Figures in parentheses are items also classified elsewhere.

*Block rates where the element of service charge is included in first block.

(a) Bristol; Va.-Tenn., general 3-part rate.

(b) Baltimore (Demand).

(c) St. Louis (Demand-Block).

The above article was suggested by Mr. Ewald Haase of the Milwaukee Gas Light Co., and chairman of the A. G. A. Rate Structure Committee. Mr. King is the compiler of Rate Lists Nos. 2 and 3.—Ed.

Rate Lists Nos. 1, 2 and 3 containing rates as of January 1st, 1923, 1924 and 1925 respectively, were studied and the summary that appears at the end of this article was prepared therefrom. This appendix refers to the rates applicable to domestic consumers and does not cover industrial, commercial or special rates for house-heating and other purposes.

In general it may be said that during this three year period the tendency has been to adopt more scientific rate structures. The inclusion of coal and oil clauses in rate schedules is significant.

It is of interest also to note that additional scientific rate schedules have been filed that affect the larger users of gas for house-heating and industrial purposes as well as special seasonal rates effective in summer resorts, etc.

The flat rate, two part and three part rate and the block rate all appear in the special rate forms filed for industrial and house-heating purposes. They are frequently modified by addition of minimum bill and service charge.

It should be apparent to every right thinking man engaged in the gas industry that, in spite of recent increased sales, industrial application of gas, water and space heating, are still in their infancy.

Competition with other available fuels is keen, but can be successfully met by sound and logical rate making, based on equally sound and logical analysis and allocation of all costs.

If, however, we do not first "sell" the necessity for equitable and therefore correct rates to ourselves, then to the public and next to our regulatory authorities, we can anticipate but little progress. While it is true that this study of rates throughout the country during three years past covers rate structures only, and takes no account of revenue, nevertheless it can be stated with confidence that the general

trend is slowly but surely toward more scientific rate schedules and notably so in regard to the rates applicable to large users.

Alabama. Although the majority of rate structures are the flat rate modified by minimum bill or service charge, and the block rate with minimum bill, the outstanding change has been the adoption (upheld by the Public Service Commission) of two flat rates, modified by service charges of \$2.00 and \$1.75 respectively per month for the first 30 cubic feet of maximum hourly demand, plus \$1.00 per month for each additional 50 cubic feet or fraction thereof.

Arizona. The block rate with minimum bill continues without change to be the prevailing rate.

Arkansas. There is no change in the block service* with minimum bill.

California. The block service rate with minimum bill is easily in the majority with practically no increase in numbers.

Colorado. The flat and block rates with minimum bill and the block service with minimum bill are evenly divided among the majority rates with little change in three years.

Connecticut. The block rate and block service, with minimum bill, continue without change as the two majority rate structures together with approximately half as many block rates with service charge and flat rates with minimum bill respectively.

Delaware. The flat rate, the flat rate with minimum bill and the block rate with minimum bill continue in equal numbers over the three years, 1923, 1924, and 1925.

District of Columbia. The block rate continues without change.

Florida. The flat rate with minimum bill continues in the majority with approximately half that number block rates with minimum bill.

Georgia. There has been a decrease in the number of flat rates with minimum bill and an increase in the number of block rates with minimum bill, the latter form of rate being in the majority.

Idaho. There has been no change in rate structure, the majority being block rate with minimum bill, and the balance block service with minimum bill.

Illinois. There has been a steady increase in the number of block rates with service charge, this form of rate being greatly in excess of all others.

Indiana. There has been slight change in rate form, the block rate with minimum bill leading with approximately half that number flat rates with minimum bill.

Iowa. Slight change is shown in three years, the block plus minimum bill type and the flat rate with minimum bill sharing the majority about equally.

*The designation "block service" rate has been applied to the step or block rate in which the elements of service cost appear in the charge for the first few hundred feet.

Kansas. The block rate with minimum bill and block service with minimum bill have continued in equal numbers over three years together with the introduction of the three part rate in one city where it was formerly an optional rate.

Kentucky. The flat rate with minimum bill has continued in the majority.

Louisiana. The block rate and block rate with minimum bill prevail and have continued during three years.

Maine. The block rate with minimum bill is in the majority having grown by a reduction in the number of flat rates with minimum bill.

Maryland. The block rate modified by minimum bill and service charge continue in the majority although there are nearly as many flat rates and minimum bill modifications. The largest company in the state continues a special form of scientific rate structure containing a primary and secondary rate.

Massachusetts. The block rate with minimum bill continues with slight change in the majority, next in order being the flat rate with minimum bill and then the block service with minimum bill.

Michigan. The block rate with minimum bill is easily in the lead with but slight change, followed closely by the flat rate with minimum bill which shows a slight decrease.

Minnesota. The flat rate with minimum bill continues in the majority closely followed by the block rate and minimum bill without change.

Mississippi. The block rate with minimum bill continues without change as the prevailing rate.

Missouri. The block rate with minimum bill has continued in the majority with about half that number flat rate and minimum bill and about one-fourth block service and minimum bill.

Montana. The block rate with minimum bill continues in the majority without change.

Nebraska. The block rate with minimum bill was continued in the majority with slight change.

Nevada. The flat rate with minimum bill and block service with minimum bill remain unchanged in form over three years and are equally divided as to number.

New Hampshire. The block rate with service charge continues in the majority as does also one-third the same number block service and minimum bill.

New Jersey. The block rate with minimum bill continues in the majority without change, a small increase being noted in block rate plus service charge. The balance are divided, in the following order and substantially without change, between the block rate, the flat rate with service charge and the flat rate with minimum bill.

New Mexico. The flat rate with minimum bill and block rate with minimum bill continue without change and in equal numbers.

New York. The three outstanding rate struc-

tures are the block rate with minimum bill, the block rate and the block service with minimum bill. There are several flat rates with modifications; the flat rate with service charge has dropped out except in one municipally owned plant. The block rate shows an increase in numbers, the block rate with minimum bill a slight decrease and the block service a very large increase. Numerically these three classifications are about equal.

North Carolina. The block rate with minimum bill continues in the majority.

North Dakota. The flat rate with minimum bill continues in the majority without change.

Ohio. The flat rate with minimum bill prevails and shows a steady increase in numbers with a continuance, without change, of nearly half that number of block rate with minimum bill.

Oregon. The block service with minimum bill continues without change in the majority.

Pennsylvania. There is but slight change in the equal representation of the block rate with minimum bill, and block rate with service charge; the flat rate with modifications is found in approximately the same number.

Rhode Island. The majority consists of the block rate and service charge which has continued during three years.

South Carolina. Has consistently maintained the block rate with minimum bill in the majority.

South Dakota. The block rate with minimum bill has continued in the majority.

Tennessee. There has been an increase in the block service rate with minimum bill which is about numerically equal to the flat rate with minimum bill.

Texas. The two leading rates are equal numerically and consist of the flat rate with minimum bill and the block rate with minimum bill. There has been little change in three years.

Utah. The block rate with minimum bill and with service charge together with the block service rate continue equally and without change.

Vermont. The block rate with minimum bill continues without change.

Virginia. The block rate with minimum bill continues in the majority, with additions. Approximately half that number have continued as flat rate with minimum bill.

Washington. The block service rate with minimum bill is easily in the majority without change in three years.

West Virginia. The block rate with minimum bill continues in the majority without change.

Wisconsin. The block rate with minimum bill largely prevails and shows a slight increase in three years, as does also the block service rate with minimum bill which is numerically about one-fourth the block rate with minimum bill.

Wyoming. There is no change in the last two years, half the rates being block with minimum bill and service charge and half block service with minimum bill.

Getting Behind the Testing Laboratory

By ALEXANDER FORWARD

NOTHING could be more significant of the unity and common purpose of the members of the American Gas Association to excel in the public service than the establishment of the gas appliance testing laboratory in Cleveland. Gas companies generally cooperated generously and wholeheartedly in financing this undertaking. The Executive Board has received from all quarters the warmest commendation and endorsement of the enterprise. The manufacturers of appliances have demonstrated their interest by unanimous adoption of a resolution approving the laboratory plans and in contributing no small part of the equipment.

In such a spirit and surrounded by such loyal cooperation, we approach the actual task. The director is now assembling the equipment and organizing the personnel. Some research work must necessarily precede the actual testing of appliances, but no pains will be spared in pushing to completion the program of the Association in this direction.

It would thus seem to go without saying that we are already assured of sympathetic support from all concerned. It is none the less certain that it will be needed. All of the procedure of the laboratory is carefully safeguarded. The Specifications Committee, composed of men in the gas industry who are in actual charge of the testing laboratories for their own companies, representatives of manufacturers of various groups of appliances, and representatives of governmental agencies and of those outside of the industry itself who are directly engaged in the installation of appliances is well advanced in the preparation of standard specifications by which the safety and performance of appliances offered for test will be measured. An appropriate latitude will be allowed for different manufacturing conditions and pressure.

A Managing Committee, composed of men with wide experience and having no personal interest in the outcome of any test that may be made, will supervise the affairs of the institution. The laboratory director has had practical experience in management of a testing and research laboratory on the Pacific Coast, and is without prior preferences or interests in the principal portion of our field. It will be seen that this entire directing and supervisory personnel is of men who have sympathetic interest in our business and our purposes, and it does not seem possible that any better form of organization could be devised.

Still, as time goes on, problems must be met and solved; decisions must be made. In these we shall need the sympathetic and active support of the gas companies, the manufacturer companies and the individual members. The laboratory will at no time have any object in view other than maintaining the standards of our public service and demonstrating that fact to the American people.

The Old Guard Pass in Review

By CHARLES W. PERSON

"They Broke the Way When the Way was Rough"

THE pages following are devoted to pictures and brief biographical sketches of The Old Guard of the gas industry.

Theirs has been a rich and wonderful experience. They entered the gas business when the art of manufacture had not changed in the preceding fifty years. But in the lifetime of service that followed they have lived to see their dreams come true and have witnessed the birth of a new industry manned by the college-trained personnel of a new generation.

They saw our industry when it was without water gas, without waste heat boilers, without vertical retorts, without silica material, without coke ovens, without regenerative benches, without oxide purification, without ammonia utilization, without a heating load, without prepayment meters, without the Welsbach mantle, without technical graduates, without commissions, without electric competition, and without gas associations.

The seven thus honored are as follows:

<i>Name</i>	<i>Born</i>	<i>Number of years in gas business</i>
Charles H. Nettleton	1850	55
Frederic Egner	1846	53
Walton Clark	1856	52
Alex C. Humphreys	1851	51
Frank D. Moses	1858	51
Edward C. Jones	1861	49
George G. Ramsdell	1848	48

Struggling in a day of fierce competition and of tremendous handicaps, The Old Guard not only upheld the finest traditions of our business but were imbued with a hardy optimism that enabled them to vision, at least in part, America's gas industry as we know it today.

It is thus becoming in the gas men of this generation to give frequent thought to the services rendered our industry by these pioneers and to be ever mindful of the fact that without their work ours would be impossible.

As one of The Old Guard expresses it: "If the superstructure of today is more beautiful than the foundation of a half century ago, none the less the superstructure were impossible without the foundation."

Charles H. Nettleton

Born New Haven, Conn., June 29, 1850. Graduated, College of the City of New York, 1870. Entered the gas business the same year at Mount Vernon, N. Y., coming to Derby, Conn., in June, 1871, where he had charge of the building of the Derby Gas Works. Made secretary and treasurer of the Derby Gas Company (now the Derby Gas and Electric Company) 1871, and president and treasurer, 1900, which office he still holds.

In December, 1900, elected president of the New Haven Gas Light Company and still holds that position.

From 1884 to 1892 was secretary of the New England Association of Gas Engineers, and president from 1893 to 1895. Was elected president of the American Gas Light Ass'n at the Fortress Monroe, Va., meeting, 1895. At the present time holds the office of president of the Society of Gas Lighting in New York.



Frederic Egner

Born March 5, 1846. In July 1872, entered the employ of the Metropolitan Gas Light Company of New York. In 1873 joined the New York Gas Light Company until October 1877 when he became engineer and superintendent of the gas plant at Norfolk, Virginia. May 7, 1883, became engineer of the Peoples Gas Light and Coke Company, of Chicago. In August of same year was made engineer and superintendent of the Laclede Gas Light Company of St. Louis.

In 1890 joined the Standard Gas Light Company of New York, and in 1893 became general superintendent of the City Gas Light Company, of Norfolk. Has also been president, manager and constructing engineer at St. Charles and Moberly, Missouri; Texarkana, Texas and Fredericksburg, Virginia. In 1891 elected president of Western Gas Association. At present is engaged in consulting engineering business.

The Gas House Terrier

He was a grimy Terrier from the gas house down beyant.
Of chemistry and algebra his knowledge true was scant;
But he'd a horny fist and an honest face and the grit of a brindled pup.
He didn't go much on photometry, but he kept his holder up.

He knew his trade as 'twas known of old, when our lighting trade was new,
His shift began when he spat on his hands and ended—when he got through.
Before the time when the technical boy the light of his learning flung
On all that was dark in the gas man's ways, when McMillin and I were young.

He'd charge his coal and clean his fire, and frundle out his coke,
And pump his dups and light his lamps, before a quiet smoke.
What if his heats were a dull, dull red, and his highest yield three eight,
The stuff brought in four plunks per M, the consumer paid the freight.

A man of mark was the gas man then, as he walked along the street,
And you'd know him in church or wherever he went by the smell of the tar on
his feet.
He had the respect of his customers, tho' his meters got a bad name;
He 'lowed the things had wheels in their heads; but they got there just the
same.

An honest man, he is passing on, bats off as he makes his bow:
We're making gas on a different plan, his time is over now.
We're making gas as Tybalt fought, by the book of arithmetic.
It's a sheepskin you want if you'd get ahead, not skill with the shovel and pick.

As we welcome the logarithmic boy, with his tubes and his chemical stuff,
Let us not forget the Terrier lad, who broke the way when the way was rough.
Here's to his joy, wherever he goes, and may never a fate be sweeter
Than his, when death cuts off his gas, and Gabriel takes his meter.

—WALTON CLARK

Vice President U. G. I. Co.

Reprinted by
THE GAS RECORD
CHICAGO

from the original poem, written
by Mr. Clark in 1895

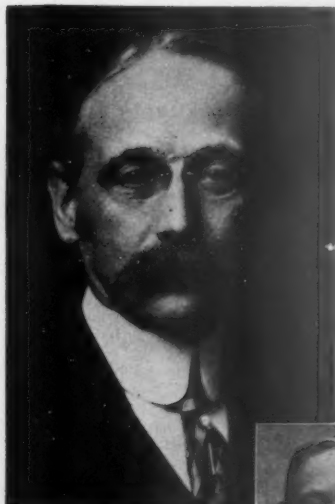
Walton Clark



Born Utica, N. Y., 1856. Entered the gas business with the New Orleans Gas Works, 1873—the year Lowe built his first water gas plant and the American Gas Light Association was formed. Joined the United Gas Improvement Company in 1883 and has ever since been in its employ, holding the offices of assistant general superintendent, general superintendent and vice president of the company. At the present time he is consulting engineer of the company. Was elected president of the American Gas Institute, 1906 and has always been active in engineering work of the various gas associations. Was president of the Franklin Institute, resigning that position 1924. Is member of American Society of Mechanical Engineers, American Institute of Electrical Engineers and other technical societies and Philadelphia and New York clubs.

Alex C. Humphreys

Entered the gas business in 1871, at twenty years of age. In 1872 became secretary and treasurer of the Bayonne and Greenville Gas Light Company, New Jersey. In 1876 agreed to be consulting engineer for life without compensation if company directors would permit him to study engineering at Stevens Institute of Technology. Graduated 1881. Joined U. G. I. Company in 1885 and later became chief engineer and general superintendent. Originator of firm of Humphreys and Glasgow of London, designers and builders of water gas plants, Humphreys and Glasgow of New York, consulting engineers, and later, Humphreys and Miller of New York. Retired three years ago to devote himself exclusively to Stevens Institute, of which he is president. Was president of Norfolk Gas Co., Syracuse Gas Co., Buffalo Gas Co., American Institute of Consulting Engineers, American Gas Light Association and American Gas Institute.



Frank D. Moses

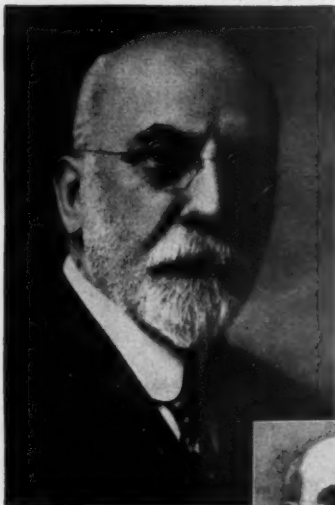
Born Great Falls, New Hampshire, 1858. Entered the gas business in 1874 as a lamplighter at Sterling, Illinois. Remained there until 1878 when he joined the Indianapolis Company as a gas maker and later foreman. After four years at Indianapolis became engineer of construction of the Kerr-Murray Manufacturing Company of Fort Wayne, working with this company until 1889. For the next nine years was with the Mutual Fuel Gas Company of Chicago, serving at St. Joseph, Missouri; Zanesville, Ohio; Bellevue, Kentucky; Chicago and other cities. In 1898 he went to Trenton, N. J., and had charge of building the new gas plant, later absorbed by the South Jersey Gas, Electric & Traction Company. He was chief engineer of this company until 1903, when he incorporated and became president of the Gas Engineering Company, which position he still holds.



Edward C. Jones

Born South Boston, Mass., February 8, 1861. Entered the employ of the South Boston Gas Light Company, July 5, 1876. Later he became assistant superintendent, superintendent of North End Station, and assistant engineer of the Boston Gas Light Company. In May 1891, he moved to San Francisco, and thereafter held the following positions: assistant engineer, San Francisco Gas Light Company; chief engineer, San Francisco Gas and Electric Company; chief engineer, gas department, California Central Gas and Electric Company; chief engineer, gas department, California Gas and Electric Corporation; and chief engineer, gas department, Pacific Gas and Electric Company. The last position he held until Feb. 1, 1920, at which time, he says, "I decided to give up the strenuous part of my work and see a little more of my little paradise among the redwoods at Woodside." He has continued consulting and court work since.

George G. Ramsdell



Born Providence, R. I., April 30, 1848. Completed course, Vincennes University, 1863. Undertook to organize a company to heat Vincennes from a central plant. Officials of Citizens Gas Company became interested in project resulting in his appointment as manager and treasurer, in 1877. Held this position until 1890 when he became general manager of American Gas Company, Philadelphia. In 1905 became president of Ramsdell Inverted Gas Lamp Company. In 1911 was elected secretary and treasurer of American Gas Institute. In 1880 imported 17 h.p. gas engine, the first large gas engine to be brought into this country. About 1893 successfully used the first rubber-sealed 16-foot purifying box cover. Has been member headquarters staff of the A. G. A. since its formation. President, Western Gas Association, 1889; president American Gas Light Association, 1899; honorary member of Ohio and French associations; secretary, Society of Gas Lighting since 1904.

Some Problems the Early Gas Man Had to Meet

By EDWARD C. JONES of "The Old Guard"

OH! but those were happy days, nearly fifty years ago, just at the close of the era of iron retorts. The work confronting the pioneers of the gas industry might be likened to building an automobile boulevard hewn around the sides of a mountain for future generations of gas men to travel over "on high."

Do you remember the iron retorts, and the "rust" joints made of iron borings and sal ammoniac, and the Pictou and Lingan coals from Nova Scotia?

The melting point of the iron retorts and the beginning of the proper temperatures for gas making were close together, and little gas and much good tar were the result of trying to save the retorts. And the coals from Nova Scotia contained enough iron pyrites in a ton to furnish radio crystals to gladden the hearts of all the boys in New England who operate crystal receiving sets.

After the introduction of clay retorts the writer had a unique experience in gas manufacture. There was a shortage of coal, and, as the old wooden coal shed was to be replaced in the Spring by a larger and better one, it was decided to make "wood gas" out of the old coal shed. This was done, and, with the help of petroleum residuum mixed with coke breeze as an enricher, the gas was not so bad.

Construction and repairs in those dear old days required some patient ingenuity, for concrete had not come into general use and no large steel shapes were rolled. When apparatus was bolted together and it became necessary to take it apart, woe be to him who did it carelessly. Every bolt had its own nut, and they were not interchangeable. Modern standardization would have made our tasks too easy.

Merchandising Problems of the Coke Dept.

PROTECTING THE TRADE MARK

By W. G. RICH, Manager Coke Sales Department, Providence, R. I.

CAN gas coke be sold under a trade sign, and if so, can that sign be protected against infringement? It not only can, but it is. The experience of the Coke Department of the Providence Gas Company in protecting the design on the paper bags in which its coke is sold is a convincing piece of evidence that gas coke can be sold on a quality basis, and suggests what may be an interesting possibility for other gas companies who are making a local market for coke.

About twelve years ago, we originated a design which was printed on the paper bags, which were filled with our coke and distributed to the grocery stores.

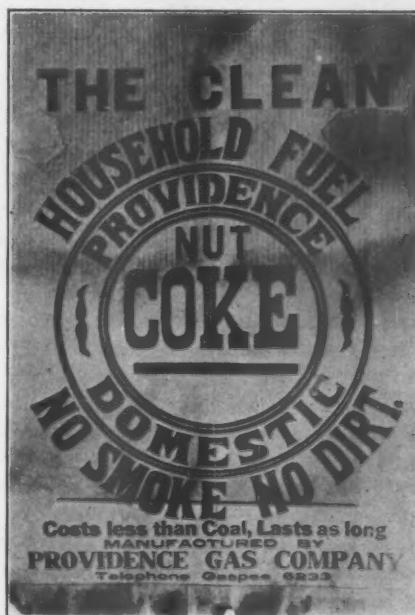
The only change made in design since then was the name of our product—the first design read “Vertical Retort” and was placed in the same position as the present words, “Providence Domestic”—this change being caused by our changing the name of our product at the time our new by-product coke plant was started in January, 1919. Since then we have adhered strictly to the words, “Providence Domestic.”

A certain local coal dealer who formerly used a bag with “an imprint of the star” had been after us on numerous occasions to sell him coke. It is a pretty difficult proposition to keep tabs on this type of dealer on account of the shifting from one grade of fuel to the other, as the matter of price is the first consideration regardless of the quality of fuel.

We learned that he had discontinued using the paper bag with “the imprint of the star,” and had distributed a bag to the local grocery stores very much similar

to that of ours; in fact, if one placed a number of his bags of coke and a number of our bags of coke together, unless close scrutiny was made, the consumer would think he was buying our product.

We called his attention to this matter, and requested him to discontinue the practice of using this type of bag, and



A Bag That Was Worth Fighting For
unless he did so, we would be compelled to take legal action.

We gave him a week to ten days to make his decision, and finding that he was not in the least inclined to carry out our request, we placed the matter in the hands of our attorney, who immediately obtained an injunction against the dealer.



At right: Kathleen Jones, 4th Grade Scholar, winner of \$15.00 Third Prize.

ARTICLE WHICH WON THIS LITTLE MISS \$15.00

"Gasco briquets are the best solid fuel. They are made from pure carbon as it comes from the crude oil as the gas is made. This carbon is pressed into cute little cups that are easy to shovel into the stove or furnace.

"The house always keeps warm with Gasco briquets because the fire doesn't go out at night. After you build the fire once you only have to add more briquets. We gather up the small crumbs that drop through the grate and put them on at night. I am so glad that there are no clinkers to carry out. Briquets are also nice in the fireplace, as they make a bed of pretty coals that last, oh, so long. I love to look at them.

"The odor of Gasco briquets is the nephtholene. This helps people who have asthma and other bad things.

"Gasco briquets are a home industry. Daddy says when you burn Gasco briquets you give jobs to Portland workmen. I like that. It makes bread and butter for little brother.

"People that burn Gasco briquets help save the pretty forests and the coal mines.

"The Gas Company delivers the briquets into our basement or anywhere in the city all at the same price. The briquet men always leave our sidewalk and basement clean, and say, Howdee, little girl, and bye-bye. They are awful nice, but first they scared me awful. They looked so black.

"Daddy says he don't have to pay for all our briquets when we get them. We pay a little each month with our gas bill."

For trial order please phone Briquet Dept., Main 6500 or call at Gasco Bldg.

Prize-Winning Essay by a School Girl Used by Portland Gas and Coke Company as a Sticker on Gas Bills.

The hearing came up before the Court, and the matter was discussed pro and con. His legal representative argued that the "feature of the circle" was generally used by dealers of coal and coke, and that we had no right to expect the exclusive privilege of using this design.

The writer was on the witness stand in this matter, and contended that we certainly did have the right to have the exclusive privilege of using the circle, as it had been used for many years. Attention was called to the kind of type and the color of ink which was used in the printed matter. This has always been printed in *blue* with the exception of one instance where the manufacturer of paper bags printed the bags up in black ink.

While on the witness stand, a bag was presented in evidence, showing that another coal dealer had started to use a bag which was even more of a direct infringement than the one that was in Court, and I informed the judge that if such bag was being used, it had just come out on the market within the last two or three days. Being a new matter, I would have to make an investigation. The Court then and there said, "This will mean another law case," and I informed them, "It will."

The plaintiff made the plea that he would suffer a very heavy loss if he could

not use the bags. In spite of this, the judge granted a preliminary injunction, his decision giving the plaintiff an opportunity of having a further hearing within thirty days. This period has lapsed and we have not heard anything from them, so we assume the entire matter is closed.

Now in reference to the second coal dealer using a coke bag similar to ours. We went after this dealer very vigorously and he was very anxious to discontinue the use of the bags, provided we would pay him for the cost, which represented approximately \$150. This demand was very amusing, and we told him in no uncertain language that we were not accustomed to pay for other people's mistakes and wrong doings, and that they would have to discontinue the use of this bag. They immediately placed the matter in the hands of their attorney, who happened to be the former Governor of the State. He discussed the subject with our attorneys around the table, and the matter dragged along for three or four weeks.

Later I learned that they were going to drop the matter. The dealer has advised his attorney that he will discontinue using the coke bags which were an infringement upon ours. It is, therefore, a case of our keeping a watchful eye on his delivery of bag coke to the grocery stores

and seeing whether any deliveries are made in the bag which he has promised not to use. If we can catch him making such deliveries, it will go all the harder with him when we bring him up in Court, which we hope we will not be compelled to do, as court actions are not the least pleasant, especially for a public utility. These two cases, however, were so flagrant we could not let them go by without forcing the issue of their discontinuance.

TWO BIRDS WITH ONE STONE

THERE seems to be no end to the uses to which the back of the gas bill can be put. The Winchester Gas Company, of Virginia, had a problem on its hands, and, in solving it, not only brought down two birds with one stone, but, we think, suggested a service outlet that can also be used by other companies.

The Winchester Company started with the problem of a superannuated employe, a stoker, who had served the company faithfully for twenty years. His arduous duties had worn him out and his physician told him emphatically that he must not resume his job.

"We cannot afford to maintain him in idleness; neither," said the company heads, "can we justify scrapping him like a piece of worn-out machinery."

The company had long tried to develop a local market for its coke which would tend to equal the output, but had not succeeded as well as was hoped, chiefly because furnace tenders, unaccustomed to handling coke, made a bad job of firing with it.

The invalided employe had done nothing else for two decades. The company began to realize that his days of usefulness were far from over, and the follow-

ing message was printed on the back of the next gas bill that went out:

LET US KEEP YOUR HOUSE WARM.

We offer you a service of house heating.

We have a man who, for nearly twenty years, has been accustomed to stoking fires with coke.

He knows—and we know—that coke is the best and cheapest fuel you can burn: little ashes, no smoke, intense heat, but it takes more skillful handling than coal. It takes experience to get the best results.

Therefore, to all who will use coke exclusively in their hot water, steam, or hot-air furnaces we will send a man as many times daily as may be necessary to stoke your furnace, take up the ashes, remove clinkers and regulate the fires so as to keep up a uniform degree of heat in your home.

Call at the gas office and sign a contract for this service. This is an experiment, made in order to demonstrate the economy and efficiency of coke as a domestic fuel, and its superiority to either hard or soft coal.

Those who have used coke may have found it difficult properly to manage their fires and secure best results.

Therefore, we offer to relieve you of the drudgery of attending the furnace yourself, or of the expense of hiring a furnace man.

Give this service a try-out. We make no charge for the service, but only for the fuel. Subjoined is our schedule of coke prices for February, available to gas consumers only.

By assigning this employe to the duty of giving the service above outlined, the company gets some return from the expense of carrying him, it affords him light labor within the scope of his capacity, and gives the company an opportunity of demonstrating the superiority of coke as a domestic fuel.

The experiment was put into effect on February 1, so that sufficient time has not elapsed to give a fair estimate of its success.



"WHEN YOU BURN GENUINE GAS COKE"

It Is With the Assurance That Your Home Will Be Free of Smoke, Soot and Grime

Incidentally, the company makes a better price on coke to gas customers than to others—a difference of five dollars on the ton. The basis of this is the possibility that gas patrons will recognize it as a concession of value to them.

MEETING LOCAL COMPETITION

AFTER the coal gas plant is manufacturing the maximum amount of coke of highest quality possible, there still remains the problem of selling this coke at a profit, and in order to do this the local market must be carefully developed.

A very serious situation is today confronting the various gas and coke produc-

ing plants which are located in southern and central Wisconsin. Your Committee has in mind the use of this territory as a dumping ground by various coke producing plants which are located at Terre Haute, Ind., Indianapolis, Ind., East St. Louis, Mo., and even Birmingham, Ala. A low line of freight rates permits and encourages coke manufacturers from distant points to ship into Wisconsin to the disadvantage of the local plants. A comparison of the present existing coke freight rates given below shows very clearly how these large coke producers, although at some distance from the territory, can dump their surplus coke on our market to the detriment of our sales:

From	To	Rate per ton	Dist. Rev.	Per ton Mile
East St. Louis	La Crosse, Wis.	\$3.16	436 Mi.	\$.0072
Milwaukee	La Crosse, Wis.	2.86	196	.0145
East St. Louis	Prairie du Chien	3.16	376	.0084
Milwaukee	Prairie du Chien	2.71	194	.0140
East St. Louis	Madison	2.93	346	.0084
Milwaukee	Madison	1.75	82	.0214
East St. Louis	Beloit	2.93	307	.0095
Racine	Beloit	1.75	69	.025
East St. Louis	East Dubuque, Ill.	2.39	322	.0074
Racine	East Dubuque, Ill.	2.39	171	.014

From Report of Coke Committee to the Gas Section of the Wisconsin Utilities Association.

(Continued on page 379)

The Eastern States Gas Conference

WE do not know whether the attendance at the Eastern States Gas Conference in Newark, N. J., on April 22-23 set a record or not. But

we can say, from personal observation, that the new auditorium of the Public Service Electric and Gas Company, in which the main sessions of the Conference were held, and which seats more than 1,200 people, was well filled at all times, and frequently to capacity. Total registration for the Conference was 1,325, including delegates from New Jersey, Pennsylvania, Maryland, Delaware, West Virginia and the District of Columbia.

After an address of welcome by Uzal H. McCarter, president of the Fidelity Union Trust Company of Newark, who presided at the opening session, the first formal address was made by Percy S. Young, vice-president in charge of finance of the Public Service Corporation and retiring president of the Conference.

Mr. Young predicted that the customer ownership movement would not stop short of complete mutualization. "Customer ownership results in a better public understanding of company problems and the creation of an underlying condition which promotes economy and

efficiency of service," he said. "It is an important influence in the economic problem of the distribution of wealth and the development of thrift."



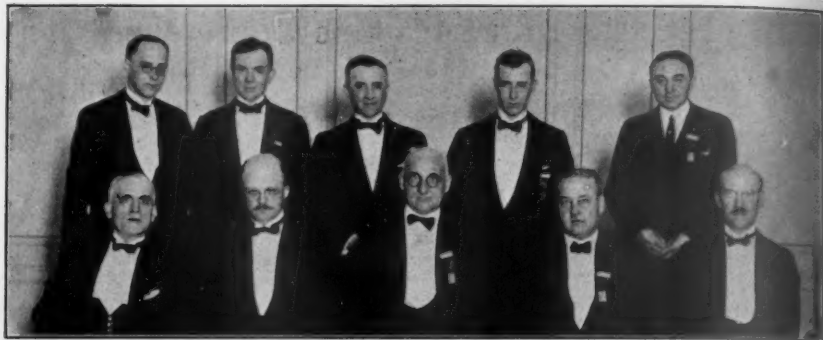
W. GRIFFIN GRIBBEL
President of the Eastern States Gas Conference

Discussing the present condition of the gas industry, Mr. Young said that it had never been so good before.

"It has," he stated, "been converted from a lighting to a fuel industry with great advantage to itself and its customers. The enormous growth in the use of gas for domestic and industrial fuel purposes in the last few years marks a development that is almost a revolution in domestic economy and industrial efficiency. In the six years ending with 1924, sales were increased thirty-three and one-third per cent. The investment in the industry is estimated to be upwards of \$3,000,000,000 and the number

of meters more than 10,000,000."

Among others who addressed the Conference were: Alexander Forward, secretary-manager of the American Gas Association; James P. Hanlan, chairman of the Commercial Section of the A. G. A., who described the national sales plan of the Association; Thomas Mellick of the Public Service, on "Training the Personnel of the Service Department"; Charles Scott of the Chicago Bureau of Safety on "Accident Prevention"; Jacob B. Jones of the Bridgeton Gas Light Company on "The Attractive Gas Works"; Alten S. Miller of the Bartlett Hayward



From Left to Right, Standing—Robert A. Koehler, James P. Hanlan, Alexander Forward, W. G. Murfit, Louis N. Yetter. Seated—Philip H. Gadsden, W. Griffin Gribbell, Percy S. Young, H. D. Whitcomb, John B. Klumpp.

Company on "The Waterless Gas Holder"; J. L. Conover of the Public Service on "Mechanical Billing of Customers' Accounts"; J. A. Perry of the U. G. I. Company on "The Future of House Heating by Gas"; Henry O. Loebell of the Surface Combustion Company on "The Importance of an Industrial Survey"; Wayne W. Calhoun of the Estate Stove Company on "Selling More Gas Appliances with the Aid of the Manufacturer"; Miss Janet MacRorie of the Public Service on "Selling More Gas Appliances through Newspaper Advertising"; and Miss Ada Bessie Swann, chairman of the Home Service Committee of the A. G. A., on "Home Service Work and Its Effect on Public Relations."

It is not possible here to quote from all of the addresses. Because of their effect on the future of the gas industry, the papers read by Mr. Perry and Mr. Loebell were of particular general interest.

"To satisfactorily handle and economically develop the house-heating business with our existing perfected types of gas manufacturing apparatus," Mr. Perry said, "we need heating value standards at least as low as 440 B.t.u. and possibly as low as 400 B.t.u. With such a standard we can fashion or make the gas supplied of practically the same gravity throughout the year, notwithstanding wide variations in gas demands.

"We can begin the supply of this quality of

gas at any time, using our existing manufacturing apparatus, and we can shape and direct the plant extensions and improvements so that the base or major portion of the gas supplied throughout the year will be made from bituminous coal,—a cheap raw material, that promises to remain not only plentiful but fairly uniform in price.

"This lower standard of 440 B.t.u. heating value will, especially with the use of coal-gas plants, greatly reduce the amount of oil required for gas making, and this in turn should tend to stabilize the cost of gas oil. Therefore, the cost of any necessary lightly carburetted water-gas would be stabilized and much lower than would be the case if a higher heating quality of gas were supplied.

"If a perfected and flexible low-temperature carbonization apparatus is finally developed, we can fashion the gas into our 440 B.t.u. heating value standard for use on intermediate loads, and even for base and peak send-out loads, if this becomes economical or necessary.

"Complete gasification processes can be used either with a still lower heating-value standard, or such apparatus can be used in connection with existing carburetted water gas plants for producing a higher standard heating value gas, say of 400 to 440 B.t.u."

Mr. Loebell said:

"The first principle in the proper function of the manufactured gas industry in the industrial world is that the gas company should render a heating service to industry and should, therefore, advise industry how it can secure the heat it uses most economically, regardless of the fuel used. That may not sound to you as a proper basis for meeting competition with gas, but I am sufficiently confident of the fundamental soundness of gas as the ultimate fuel to proceed on that basis. I know from experience that where you do proceed in this way you establish a relation of confidence with industrial management which is otherwise impossible, and while you

may not get immediately every installation you could sell, you will obtain far more installations which rightfully belong to you and in the end you will get them all.

"The industrial survey is not an experiment to overcome such difficulties, but is a plan complete in every detail which has successfully met the requirements and solved the problem of supplying a proper and necessary foundation of information for sales work. The reason Surface Combustion has been able to swing complete steel mills over to our system is on the general basis of these principles."

The Conference ended with a banquet at the Robert Treat Hotel, at which short addresses were delivered by the following speakers: W. G. Gribbel, president-elect of the Eastern States Gas Conference; H. D. Whitcomb, president-elect of the New Jersey Gas Association; Prof. John T. Madden, acting dean of the School of Commerce, Accounts and Finance of New York University; J. B. Klumpp, past president of the American Gas Association; J. A. Frick, president of the Pennsylvania Gas Association, and Frank Bergen, general counsel for the Public Service Corporation.

The new officers of the Eastern States Conference, elected at this meeting, are as follows: President, W. Griffin Gribbel, vice-president and sales manager, John J. Griffin Company, Philadelphia; first vice-president, L. R. Dutton, Jenkintown, Pa.; second vice-president, H. D. Whitcomb, vice-president, Public Service Electric and Gas Company, Newark; third vice-president, Jacob B. Jones, treasurer, Bridgeton Gas Light Company; and secretary-treasurer, Robert A. Koehler, gas department, Public Service Electric and Gas Company. Executive committee to serve two years: Joseph B. Myers, commercial manager, United Gas Improvement Company, Philadelphia; H. H. Ganser, manager, Counties Gas and Electric Company, Norristown, Pa.; Carlton Geist, manager, Atlantic City Gas Company, and Stanley Grady, secretary, Roberts & Mander Stove Company, Philadelphia.

First Northern Indiana Man Gets McCarter Award

THE Thomas N. McCarter Medal for resuscitation work has been awarded to Earl Welch, storeroom clerk in the employ of The Northern Indiana Gas and Electric Company at Lafayette, Ind. He is the sixth man to receive the award since the first of the year.

Announcement of the award to James Sloan of the Providence Gas Co. as printed in the May issue of the MONTHLY, was made in error. Sloan assisted Louis Gagnon of the Providence Company in reviving a fellow employe, and was awarded a certificate in recognition of his work. The medal and a certificate were awarded to Gagnon.



Earl Welch

The employee rescued by Welch was a gas fitter, who was rendered unconscious while changing the gas meter in the basement of a private residence.

Welch gave first aid by the prone pressure method and walked the man about the yard for a quarter of an hour before administering a dose of effervescing phosphate of soda. A few hours by a warm radiator completed the work of resuscitation, and the victim was back at work within five hours after the accident.

The medal was presented to Welch at a meeting of employes of the Northern Indiana Gas and Electric Company on May 6, in Lafayette. Presentation was made by B. J. Mullaney.

The giving of this award is a direct tribute to the activities of the Northern Indiana Company in developing its safety work.



Milan Ragnard Bump

York Electrical Society, Tau Beta Pi Engineering Fraternity, Doherty Men's Fraternity, Engineers' Club, New York, Toledo Club, Montclair, (N. J.) Golf Club and Doherty Men's Club, New York and Washington.

Milan Ragnard Bump

The sudden death on May 5, in Denver, of Milan Ragnard Bump, chief engineer of Henry L. Doherty & Company, has deprived the Doherty organization and the public utility industry as a whole of one of its most valued and distinguished members.

Mr. Bump was born in Rock Falls, Wisconsin, on March 18, 1881.

He was an engineer with the Denver Gas and Electric Light Company from 1904 to 1906 and came to the New York Office of Henry L. Doherty & Company in 1907, when he became the organization's examining engineer. In 1909 and 1910 he was general manager of the Empire District Electric Company in Joplin, Mo.

In 1910 Mr. Bump was made chief engineer for Henry L. Doherty & Company, which was the official position he held at the time of his death. He was directing head for all of the extensive petroleum operations of the Cities Service Company subsidiaries.

He served as vice-president and later president of the National Electric Light Association in 1921 and 1922.

He was a member of the American Gas Association, American Electric Railway Association, American Institute of Electrical Engineers, American Electro-Chemical Society, American Petroleum Institute, Society for the Promotion of Electrical Engineering, New

Orrel Orsen Thwing

Orrel Orsen Thwing, who was associated with the gas industry for 38 years, recently passed away. Mr. Thwing was a graduate of Wesleyan University and entered the gas business at Topeka, Kansas, in 1887. He was associated with the Laclede Gas Company, St. Louis, from 1891 to 1895 and then became superintendent of the Milwaukee Gas Company, returning to St. Louis in 1905 as superintendent of all of the plants. Until 1906 he was superintendent of the West Works in Cincinnati and until 1917 chief engineer and general manager of the Western Gas Construction Company. Then he became the chief engineer of the Steere Engineering Company of Detroit, remaining with that organization until 1921. The next year he was a consulting engineer in Chicago, and from 1922 to the time of his death the general manager of the General Oil Gas Corporation, New York City.

Mr. Thwing was active in organization work and at one time was a member of the Western Gas Association. He was a charter member of the American Gas Association.



Orrel Orsen Thwing

The Value of Service in Competing with Other Industrial Fuels

By E. H. LEDYARD, Consumers Power Co., Flint, Mich.

GAS companies throughout the country seem to be realizing more and more that the only way to have satisfied and contented industrial customers is to give them service. The domestic branches of the industry have had service departments for a long time, but service to the industrial user is a comparatively new thing.

The Consumers' Power Company has had this industrial service in Flint for approximately ten months. In that short time we have gained the confidence, we think, of every gas user that comes within our sphere. This is especially true of one of the largest automobile factories in the world located in this city. This plant we visit at least three times each week, going over the different gas-fired units, making adjustments, and often suggesting slight changes here and there which will result in lowering the gas consumption.

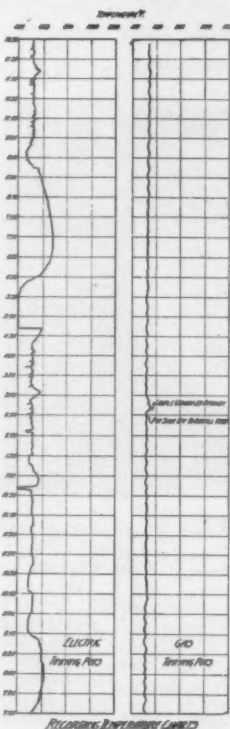
On one of our visits to this plant we found that they were having a great deal of trouble with some electric tinning pots in the die-casting department. The operation consists of tinning the bearing base of connecting rods before the bearing is cast on. It is very essential that the temperature of the metal be kept within 12° of the required temperature.

That is the maximum variation allowable.

However, the temperature chart looked like the foot-prints of a man returning home at three o'clock, New Year's morning. No matter what was done, the temperature range could not be held within 50° plus or minus. The company called in an electrical service man from the builder, a well-known firm, to see what could be done.

We arrived on the scene at the time the electrical expert was there, and we were duly presented. He had been doing his best to get results with his equipment but without avail. The chart shows the temperature curve for 16 hours' operation. It will be noted that the temperature varies all the way from 480° to 640° . In spite of this definite proof that the electric temperature control was not functioning properly, the electric people were so sure of the ultimate superiority of their product that they were willing to make the most extravagant guarantees.

But, because the industrial service man of the gas company had been working so successfully, and had so completely gained the confidence of the department officials of this plant, they were only too willing to listen to his suggestions that gas might be tried in place of electricity for this operation. Fortunately we were



Comparative Temperature Chart for 16 Hours. This Test Was Made at the Suggestion of the Gas Company by the Prospect Himself.

able to produce a temperature chart from another plant which showed a variation of only 5° on that same operation. When we showed this, and suggested at the same time that the heating might be better done with gas, we were sure that it would not be long before we would be given an opportunity to install a trial furnace, at least to see if we could maintain our claims, and this is what actually occurred.

On our next visit to the plant, some few days later, the head furnace designer

man, but by the officials of the organization themselves, all capable engineers. They proceeded to run a comparative test on the two methods of heating. When the tests were completed a résumé was sent to the gas company. As we suspected, the results were particularly favorable to gas. The summary of the tests follows:

Tinning Pot Furnace

Gas

Tinning pot (cold) was lighted at 4:30 A.M.
To temperature—6:00 A.M.



AFTER THE PROSPECT WAS SOLD

X Shows the Original Trial Furnace. **Y** Is One of Three Newly Installed Gas-Fired Tinning Pots, Each of Which Replaced Two Electric Pots.

informed us that we would be given an opportunity to show what gas could do. Within three days a gas-fired trial furnace was designed, built, and in operation.

The right-hand side of the chart shows the results which were accomplished after gas was put into service. The temperature curve is almost a straight line, the maximum variation not over 10° on either side of the desired point. In addition to improving the service, which was the point aimed at in this particular installation, we were fortunate in being able to reduce the expense of operation as well. The comparative tests were not run by the gas man nor by the electric

Worked 7-12 Noon and 12-5 P.M.

Hours ran—12½

Gas Consumption—750 cu. ft. of 540 B.t.u.

gas
750 cu.ft. Gas at 82¢ per M.—\$.615 per day =
.615

12.5 = \$.0486 per hour

Electric

Ran from 5 A.M. to 9 P.M. or 16 hours

Const. Load — 10½ K.W.

Demand Load — 18½ K.W.

K.W. Hours — 197.2

Average K.W. — 197.2

———— = 12.3

16

12.3 K.W. at 1½¢ = \$.1845 per hour.

\$.1845 × 12 = \$.221 for 9 hours' work.

It is not my purpose in writing this to enter into an abstract comparison of energy forms and their relative merits.

No one fuel can have a monopoly on heating operations or accuracy of control. We believe that an electric furnace can be built which will maintain the temperature within the same variation which we were able to secure with a gas furnace.

Taking into account the cost of operation and the first cost of such an electric installation, however, we believe that the performance of the gas furnace will be hard to beat. Gas is sufficiently inexpensive as a fuel that we can operate efficiently with lighter construction than the electric furnaces.

The accompanying photograph shows two of the gas-fired tinning pots which we have installed in this plant. The one marked X is the original trial furnace, while the one marked Y is one of three newly installed gas-fired furnaces. One gas-fired pot is to replace two electric pots. There will then be two operators on each pot, so that we will add about 40 cu.ft. of gas per hour through the working period to supply the tin for two men. That is, $750 \div 9 \times 40 = 110$ cu.ft. of gas under normal operating conditions per furnace; at 82 cents per M cu. ft., this will mean 91 cents gas cost per day. The two electric pots which each gas furnace will replace cost 36.9 cents per hour to operate, or \$4.43 per day. The saving per day by replacing the electric furnace with gas is \$4.43 — 91 cents = \$3.52. The cost for building and installing the gas furnace complete was \$200.00, so that it will take 57 days, or approximately two months, to write off the cost of the new equipment.

It has been our purpose in relating this experience to show what may be ac-

complished by the industrial gas service man if he make intelligent and systematic tours of the factories in his territory. This is only one of many instances where we have converted operations formerly done with coal, electricity or oil to gas. Even at the present writing the company in question is preparing to change several of their electric die-casting machines to gas.

It all comes back to the question of being prepared to give service to the consumer freely and at all times, which, after all, is one of the most important functions of the gas industry. It has long been our hope that every gas company would appreciate this fact and establish departments whose sole function it would be to serve their industrial consumer. In this way, and only in this way, will the consumer be able to enjoy to the fullest extent the possibilities of gas and to become an entirely satisfied friend of the company.

GAS-GUESSING AT BIRMINGHAM

CONSIDERABLE PUBLIC INTEREST has been taken in the gas-guessing competition organized by the wholesale and retail traders' section of the Birmingham, England, Chamber of Commerce, on behalf of the Lord Mayor's fund for the relief of unemployment distress. Competitors were required to forecast the output of the Birmingham Gas Department on Feb. 17, 19 and 21, and a large number of prizes were offered for those who gave the nearest figures. Over 10,000 shilling tickets were sold. The actual output was: Tuesday, Feb. 17, 48,392,000 cu. ft.; Thursday, Feb. 19, 49,618,000 cu. ft.; Saturday, Feb. 21, 38,709,000 cu. ft. The necessary examination of the figures on the competition papers was carried out by a voluntary staff from the Gas Department.

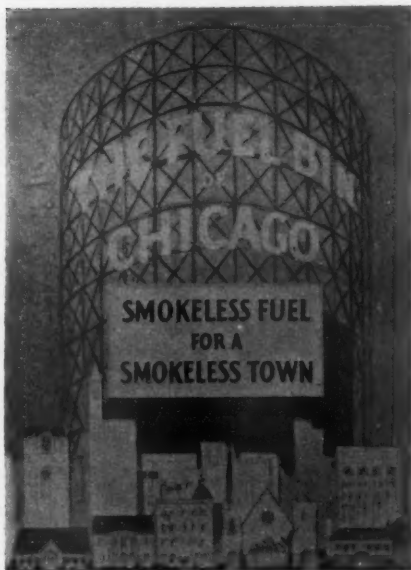
No man should be allowed to remain in a community to profit by the business of such an association, to use its streets, to attend its amusements and to accept the pleasures and benefits of its organizations unless he make adequate return in service or money.

The Prose Poem of a Gas Holder

From the Oxford "Isis"

ONLY in Oxford, with its clear, rain-washed atmosphere, and its background of carved or crumbling stone as a foil, can the simple stark beauty of a gasometer be enjoyed to the full. Truly, "earth hath not anything to show more fair"; and one grows hot with indignation to think that this masterpiece of cubism—or, more precisely, cylinderism—cannot be seen from the High, simply because some mouldering college or other is still permitted to block the view.

But apart from its intrinsic comeliness of line and mass, it also possesses that mysterious type of beauty which appeals, perhaps most, to the poetic imagination. One of the sanest of our younger poets owns to having been profoundly moved when, from Elsfield, one afternoon this term, he saw its vast level top, new-painted, glowing in the sun,—he said—"like a lake of gold lifted high above the city, than which the hanging gardens of old Babylon could not have looked more lovely." While another, not more mad, has reported that, one evening, when walking home from Iffley along the towpath, he saw it for the first time beyond the flooded meadows, looming immense



"Its Construction Justified on the Grounds of Esthetics, Morality and Religion."

heaving up its vastness until the top of it reaches to Heaven itself—a dancing-floor for the angels. Such, indeed, is its huge and impassive bulk that, gazing up at it, one feels oneself somehow shrinking and shrinking, until the inherent littleness of humanity overwhelms the mind (a salutary experience for swelled heads and high-brows), while, at the same time, the fundamental rightness of the thing, its honesty of purpose, its total lack of humbug or pretence to be other than it is, exert a moral influence comparable only to its magnitude.

"Let there be light"—which words the next eminent Scottish theologian who brings out a Bible-up-to-date will probably translate more truthfully as: "Let there be gasometers."

and lonely against the dying light of the west, like some dark tower of Faerie, topped with impossible aerials for communication with the stars.

Unlike some beautiful objects, however, it will also stand, and repay, a scrutiny at close quarters. A few minutes' walk to Folly Bridge, and thence along the towpath upstream, brings one within its very shadow. And there with a catch of the breath, one sees it

Woman's Place in the Public Utility Business

By MAE S. FLETEMEYER, Northern Indiana Gas and Electric Co., Hammond, Ind.



Mae S. Fletemeyer

FOR a number of years, it seems to me that our industry, like many others, has regarded the public that it serves as wholly masculine and proceeded accordingly; as a matter of fact, 75% of our customers are women. In the last analysis, women are our principal customers, they are the ones who use our service.

It is through our women customers that we learn real conditions and actual facts regarding our service. They give us an opportunity to correct many of our shortcomings. Generally speaking, the woman in the home moulds and formulates the judgment and honest conviction of the entire family group on any domestic matter. The logical conclusion then is that she *must* be satisfied. And why not? Is she not the chief engineer in the workshop of the home? Is she not "master of ceremonies" at all the social affairs to which our respective services contribute so much?

If we would secure the confidence and that much coveted good-will of our women customers, we must teach them to know us. Those who are in a position to know best, those whose duties bring them in direct contact with our public, emphatically state that there is a profound lack of understanding as to the inner workings of our companies, not only among our women customers, but among the men as well. An educational program would do much to correct this.

To begin with, I believe we can well

afford to discontinue the use of technical terms in dealing with our customers. The average woman does not understand our technical language. It either means nothing at all to her, it gives her a wrong impression, or it frightens her.

Not long ago, I was talking to a woman regarding a service bill, and I referred to the meter reading, quite unthinkingly, as the "index." She said, "Index—what do you mean?" I pointed out that I was talking about the reading on the meter. She replied, "Then why didn't you say so in the first place?"

It would be difficult, of course, to standardize our industrial phraseology, but I do think that every manager should try to translate technical terms into local homely phrases, to suit his particular district.

For instance, it is very confusing to a woman to talk to her about cubic feet and Kw. h. unless their value in dollars and cents is also expressed. Also, women do not understand anything about B.t.u., yet they do know something about units of heat. It has been suggested that "Delinquent Bill" might be changed to "Past Due Bill." "Delinquent" is an obnoxious term anyway; and as for the word "consumption," it could be so well expressed by a little word of three letters that begins with "U" and ends with "E", and doesn't require a college degree in Cross Word Puzzle Engineering to know what it is. Our advertising manager tells me that in our company's advertising copy he never refers to an electric washing machine; instead he uses "clothes washer," his reason being that women are instinctively scared of the word "machine."

Lack of knowledge often leads to situ-

ations that have to be very tactfully and delicately handled. Injured feelings are bound to arise when a family has

moved into a new home and has to wait two or three more weeks before service can be supplied. It is difficult, it seems, for our customers, and particularly our women customers, to appreciate that, where no main line exists in the immediate neighborhood, a preliminary estimate has to be made to show the approximate cost of running the service and the amount of revenue likely to be derived therefrom.

Women are not interested in preliminary estimates. What they want is service, and yet it has been my personal experience that when they know and when they understand, they are always fair and always reasonable.

Lack of knowledge of conditions existing in a house into which a family is moving defers the prompt service that is expected of us. Third degree examinations sometimes are necessary before the proper information can be obtained.

This lack of understanding on the part of the general public might be condoned when we take into consideration the fact that an employee of the Electric Distribution Department of one of our companies recently applied for an electric turn-on—when his house wasn't wired, nor was there a meter in the home. In fact, an extension of several poles had to be made before service could be given. Probably the solution of our public educational



Top—Misses Edna Zink, H. Dorothy Hire and Daisy L. Emery of the Home Service Department. Bottom—S. Maybelle Pippenger, of the Women's Public Information Committee, and Irmgard A. Rimbach, Advertising Department.

problem lies with our own employees at that.

Occasionally there are unnecessary calls. A woman call-

ed up our office one day, saying there was a bad gas leak in the basement that required immediate attention. She said she would open all the windows and she could be found next door. A man was sent out at once. He came back with the report that

the only gas leak he could find was a bottle of varnish from which the cork had been removed and which the good man of the house had carelessly forgotten to replace.

Taking into consideration the fact that the larger percentage of our customers are women, the question arises, who can deal with them best, men or women? Will they unfold more to another woman? Yes, they will, especially in the case of a public utility, where the women employees can with little effort visualize their trouble or pressing need. Too, women are inherently more sympathetic than men and will lend a listening ear to all the troubles that are confided in them.

A certain gas man made the statement that women cannot handle complaints as effectively as men because they are too sympathetic. I am sorry to disagree with that man. I think that one of the greatest problems we have is to get someone who will be sympathetic enough. However, it is not my intention to say that women are the only people to meet the public, nor that men are unfitted either.

It resolves itself into a question of personality and personnel, with women perhaps better qualified by nature to undertake the task.

Today, in the State of Indiana, there are 30,000 federated club women, representing 250 Indiana communities, to say nothing of clubs and societies that are not affiliated with the federated group. This is an indication that women are keenly interested in matters pertaining to their own welfare. Is there anything more vital to their welfare than the services rendered by our Indiana utilities? What these women need is a full enlightenment by a well-informed member of their own sex.

I can't help but feel that one of our deepest needs at the present time is a program of education that will teach our public to know us, to understand us and to become better acquainted with us. The women's Public Information Committee is doing splendid educational work, but I do not believe that the great work of educating our public in utility affairs will be complete until it starts with the growing generation, the future users of utility service and tomorrow's citizens. The suggestion was made at the state convention of the Indiana Electric Light Association at French Lick last September that a simple course in public utilities be made a part of the regular grade school curriculum. No stone should be left unturned in bringing this about.

While there is so much work for us to do, yet, after all, this is a great day and age. Woman, once kept in the background, is taking a greater and more responsible position in the vast world of commerce. She brings with her a refining influence and a new viewpoint that offers much of value. As for the public utility business, there is an important place for woman to fill, and for the present none is more important than that of



PUBLIC SERVICE Men and Women

The Office Woman

Vitality necessary to the smooth operation of an organization so extensive as that of PUBLIC SERVICE is the Office Woman.

Secretary or stenographer, filing clerk or book-keeper, she has many functions to perform and the efficient way in which her work is done plays no small part in the tremendous task of keeping in motion the complicated executive machinery of PUBLIC SERVICE.

In all PUBLIC SERVICE companies and in most of the departments of these companies, the Office Woman occupies a place of importance and responsibility. In the general offices in Newark, some hundreds of women are doing important work and other hundreds are to be found in PUBLIC SERVICE offices elsewhere in the State.

Loyal, willing and efficient the PUBLIC SERVICE Office Woman lives up to the best traditions of the world famous American business woman.

Where the Woman Employee Is an Advertisable Asset

telling other women the public utility story from beginning to end.

FOR COMMITTEEMEN

THE PROCEEDINGS of the 1924 A. G. A. Convention are now off the press. So ends another chapter of gas progress. Turn the page.

The 1925 Convention will be of real value to you in exactly the same proportion as you help to make it valuable to others.

Now is the time to begin work on papers, reports, addresses and other contributed material.

Acquire knowledge by informing others. Make your contribution, no matter how small, worthy of being published in a work of reference. This year's convention deserves and demands your best.

Home Service News from the Field

SCHOOL DAYS IN THE KITCHEN

THE adult of today usually reflects the prejudices of his or her early education, and this will be equally true of the adult of tomorrow. For this reason one of the most important activities of for-

gas company has done its utmost to keep the gas appliances in good condition and in some cases even has gone so far as to substitute modern, automatic ranges for ranges that have become obsolete.

"It stands to reason the teachers great-



Learning to Cook by Gas Soon Becomes a Fixed Habit

ward-looking gas men should be to get the story of gas service in its simplest terms before the girls and boys who will be the nation's gas users ten or twenty years hence. Domestic science classes, which are increasing rapidly in popularity in the public schools of the country, are probably the best means of approach to this important, but too frequently neglected, audience.

J. H. Hartog, sales manager of the Portland Gas and Coke Company, of Oregon, tells us that his company has found it very much worth its while to cultivate the city's school children.

"In order to enable the girls to get the best possible results from their cooking instructions," Mr. Hartog writes, "the

ly appreciate such liberality on our part. The gas company full well understands that the girls of today are the housewives of tomorrow and that it is a mistake to allow them to think that a gas range has to be old and worn out.

"There are 50 grade schools in Portland which have been equipped with food laboratories; also four high schools, as well as the Girls' Polytechnic School. All these schools are equipped for the teaching of domestic science. Home economics is taught not only in the girls' high schools but in the seventh and eighth grades of the grade schools. At the Girls' Polytechnic School homemaking is one of the major courses, and cooking plays a very important role.

"In the various laboratories of these schools there are more than 100 gas ranges in use, besides a still greater number of hot plates. Gas does not have to prove its superiority, for it is recognized by the leading schools and colleges all over the country as the ideal fuel for cooking.

"The recently improved gas range, equipped with a regulator which controls the heat of the oven, is a boon to teacher as well as pupil. Now it is possible to lay down a certain recipe for the children to prepare, prescribe a given time and temperature and, if followed out, the results are so gratifying and sure that the girls cannot help but be interested in their work and pleased with the products of their hands.

"Thanks to the liberal policy of our company, 33 gas ranges have already been installed in the domestic science laboratories. All of these have oven heat regulators. These ranges are set out in the rooms in such a way that the girls can work from all sides. In order to have the ranges come within easier reach of the little girls in the lower grades they were provided with short legs (not the girls, but the ranges) so that the pupils do not have to stand on tiptoe to see what they are doing.

"One of the rules of the examination is the correct understanding of dishwashing and this is where the gas company has another opportunity, namely to furnish each school with a dish-washing machine, which, although driven by electricity, would tie up with our water-heating campaigns and would prove a boon to many women, especially those who like to keep their hands nice or who are interested in artistic work, such as music, delicate embroidery or other handwork. It is generally admitted that even to those women who love to cook and know

how to do so, dish-washing is always the cloud that obscures the horizon.

"Another thing which the gas company might eventually provide, besides encouraging the young folks to become acquainted with the use of a gas range, would be to familiarize them with what gas really is by taking them out to the works and showing them how gas is made. Also it might be arranged to take them to the shop and show them how meters are constructed and how gas is metered. This might tend to overcome the many foolish impressions which the older generation has had of the gas meter (thanks to the enjoyment which the 'funny man' has had so many years while poking fun at it just because it could not talk back)."

BLAZING A PATHWAY FOR THE HOME SERVICE DEPARTMENT

WE do not have at the present time a Home Service Department, but we are thinking of installing one in the near future," writes the Portsmouth Gas Company of New Hampshire.

"We had a Cooking Demonstration for a week, in connection with our annual replacement sale of gas ranges. We had an attendance in the five days of something over 400 of the housewives of Portsmouth. This was extensively advertised, first by special written invitation to each of our consumers, and by circularizing all of our consumers with pamphlets made for the occasion and furnished by the stove manufacturers.

"At this demonstration we had each lady who attended write her name and address on a card and this card was dropped into a box. At the end of the demonstration, a name was drawn from this box and the lady received a full enamel, insulated, heat control, Glenwood range, which we retail for \$170.

"We hired a store and fixed it up very nicely and showed all the latest gas appliances of the highest type. It was very successful and our consumers seemed to be very much pleased and appreciated our efforts in this line."

THE DESERTED COOK STOVE

SPIRITUALISTIC fortune-telling, free love and soul mating having broken up my home, will sell Universal steel-top six-hole range with coil, gas water heater and other furniture. Call Sunday, 9 a.m. to 7 p.m.—Classified Ad. in the Tacoma, Wash., Sunday Ledger.

Rochester Progress During 1924

MORE and more gas companies are substituting for the old, dry and colorless "Report to Stockholders" a readable, attractive and informative year book telling so that "he who runs may read" the story of company progress during the past twelve months.

We are glad to learn from Floyd Mason, editor of the Gas and Electric News of Rochester, that the Rochester Gas and Electric Corporation have decided to make their year book an annual affair. The first was issued last year. Its immediate success prompted the company to continue it.

The new book gives the record of the company for 1924 in subject matter, charts and illustrations with a wealth of historical background.

Among other things we learn that:

"Over 5,000 people in this community have signified their confidence in the company through their substantial investments in its plants and service."

One pioneer activity in which five local utility groups combined in the interest of greater knowledge of utility affairs, was a course of public utility lectures in the civics classes of the Rochester High Schools.

In this venture, the following organizations are enrolled: The City of Rochester, the New York Central Lines, The Buffalo, Rochester and Pittsburgh Railway, The Erie Railway Company, The Penn-



ROBERT M. SEARLE,
President Rochester Gas and
Electric Corporation

sylvania Railroad Company, The Lehigh Valley Railway Company, The New York State Railways, The Rochester, Lockport and Buffalo Railway, The Rochester Telephone Company, The Postal Telegraph Company, The Western Union Telegraph Company, and The Rochester Gas and Electric Corporation.

Each of these groups is preparing an illustrated lecture or moving picture film of their

own particular utility with special reference to its work in Rochester. The gas and electric company and the steam railroad utility groups have already delivered lectures in the local high schools. In this connection, Mr. Edward Hungerford, a publicist of national reputation, is preparing a textbook on public utilities for use in the civics classes.

Another means of interpreting essential utility operation to school children and public alike, is the company's motion picture story of gas and electricity, entitled "Serving Rochester", produced by the Bray Production Inc., of New York City. Thus far, it has been shown to utility organizations, financial houses, clubs, civic organizations, schools and churches.

One of the most recent activities of the company was its broadcasting, through Station WHAM, of a program by artists from the Operatic Department of the Eastman School of Music. The concert was received with enthusiasm by the radio

audience, as evidenced by many letters of appreciation.

Particular stress was laid during 1924 on Accident Prevention work. The 45 men making up the Safety Inspection Committees were especially active in looking over all the company properties and remedying conditions which they thought might prove hazardous. Supplementing the program of the Safety Inspection Committees, certain departments have delegated men to devote a portion of their time to safety work in their respective departments.

"We wish to emphasize the fact," the year book says, "that, although the past year has marked an advance in the safety work of the company, it is important that we increase our efforts in view of the company's rapid expansion. It is up to all of us to realize that an important part of our job is to see that any work we are engaged in is carried on to the greatest possible safety of our fellow employees, the public, and ourselves. There is no industry which is in closer contact with the public or whose operations are more closely observed by the public than this company's. It is obvious, then, in view of these facts that we can do constructive good in furthering a higher safety education in the community simply by doing our work as it should be done and by giving safe methods and safe practices the respect they should have at all times."

A Model Home, built from the prize winning design in a competitive contest, attracted much attention from the local press.

"This Model Home," quoting the year book again, "is the result of scientific coordination of the many problems which enter into the use of gas and electricity in homes. That the public is intensely interested in the Model Home is quite evident,

for to date more than 10,000 adult persons have inspected it."

The statistical record of the company is interesting as a point of progress.

"We believe that any problem affecting our customers in the use of our product is our problem and that it is our duty to help to the utmost in finding the proper solution."—Rochester Gas and Electric Corporation Year Book.

For the year 1924 it paid in combined taxes to the City of Rochester, the State of New York, and the Federal Government a total of \$936,675.38—nearly one million dollars. Of this total tax,

\$308,169.21 was levied on gas production, \$606,029.15 on the production of electricity, \$15,135.90 on that of commercial steam and \$7,341.82 on the activities of the non-operating departments. To the City of Rochester alone, the company paid last year a total of \$467,862.77 in taxes. Every customer helped to bear a part of the large sum the company paid in meeting its combined tax obligations.

For the year 1924, over 3,480,950,200 cubic feet of gas, and 213,043,339 kilowatt hours of electricity was sold by the company. In analyzing the above tax totals, it is found that on each thousand cubic feet of gas purchased last year every company customer paid \$.0885 to the Government. Likewise, approximately 9 per cent of each customer's gas bills represented his contribution to the upkeep of government. On an average, about 10 per cent of each customer's gas and electric bill has to be turned over to the Government, in the form of taxes.

"In a sense," says the year book, "this company acts as a tax collector for the Government and an agent for its customers when it pays these enormous amounts in a lump sum each year. This possesses some advantage to customers, for they are permitted to pay their portion of this indirect assessment in twelve monthly installments with their monthly bills for gas, electricity or steam service."

Public vs. Private Operation of Public Utilities

By HENRY L. STIMSON, Former Secretary of War

(From an address delivered at the National Republican Club)



©Harris & Ewing

Henry L. Stimson

THE proposal for public operation cuts deep at the heart of the existing American system of business and government.

Our present system is not an accident but an evolution. It is based on ideas which permeate our whole life and methods of thought. It is the result of the migration of a virile pioneer race into a new continent, bringing with them the English conception of individual rights and the English system of common law, and building up in their new home an individualistic form of government and an individualistic habit of life and business.

We have left the development and conduct of our industries to the initiative of the private citizen, and our conception of the relation of government to business has been in the main the simple one that government existed merely to prevent the rights or activities of one man from encroaching upon the equal rights of another.

Applied to public utilities, which is the kind of business coming most closely into contact with other men's rights, our methods have resulted in a system of private ownership and operation giving full play to the initiative of the managers of the business, but coupled with a quasi-judicial system of regulation by government, acting usually through the agency of public service commissions, in order

to see that the rights of the public are not infringed.

When we survey the result in retrospect we must admit candidly that it has been satisfactory. It is well established that the development of our American utilities has quite outstripped that of the rest of the world.

Furthermore, there is similar ground for satisfaction and encouragement when we survey the other side of the picture—that which covers the relations of these rapidly growing public utilities to the public and to the government which regulates them. We cannot imagine the president of one of our present public utilities declaring, as did the prominent head of one of our railroads a generation ago, that, inasmuch as the Lord Almighty had placed him in charge of his properties, he did not propose to be accountable to anyone else. Instead of that we are witnessing a great movement for customer-ownership, which is literally placing the ownership of these utilities in the hands of the people whom they serve.

WHERE PROGRESS HAS BEEN MADE

In other words, the ownership of these public utilities, instead of representing the wealth of a few, represents the savings of our people. Correspondingly, the rules and machinery of government for the regulation of these utilities have been rapidly and on the whole satisfactorily developed.

Although the first modern public service commission with wide power and authority was created only eighteen years ago, there is today only one of the forty-

eight states that does not possess a public regulatory body of some sort. And there is being rapidly developed a system of administrative law under which these agencies of the various state governments are learning every day more effectively to protect the rights of the public against the possibility of extortionate rates on one hand, and the rights of the companies to a fair return on their investment on the other.

The problem has been unprecedented and there have naturally been mistakes and shortcomings in the development of our system. But I think that no fair mind can survey the development of the past quarter century without feeling satisfied with the progress that has been made, and hopeful of the prospects of the future.

It would seem therefore that any attempt to change our thoroughly established American system would have to sustain a pretty heavy burden of proof and that the advocates of such a change must show very cogent reasons why the plan they propose will be superior to the one it displaces.

LOCAL MUNICIPAL OPERATION

Some, who do not go so far as to advocate national operation of our utilities, nevertheless think that there is room for public operation on the part of municipalities and local government. This is a very different and very much more modest proposal than the other. Our municipalities are admittedly better organized for exercising business functions than our central government, and being smaller, the consequences of failure are not so serious. The experiment has been frequently tried in many parts of the United States, and there is much material and statistics available to help us in forecasting its results.

The reason commonly advocated for municipal plants by the more moderate advocates of public operation is that their competition will serve as a protection against extortion by the private companies. Undoubtedly there have been individual cases where this purpose was served temporarily. But there are very strong reasons against the use of such a method of protection against extortion.

The first is that we are developing a fairer and more accurate one in the shape of our public service commissions and one which is consistent with our historic policy towards business instead of subversive of it. The regulation exercised by our commissions being based upon a judicial examination of facts, and performed under a duty of being fair both to the consumer and to the investors of the companies, will inevitably produce fairer and more lasting results in the long run.

In the second place, there are certain reasons why the competition brought about by the establishment of municipal plants is not fair either to the private plants or to the community and will work damage and often disaster in the end. The chief of these is the inevitable tendency of municipal plants to drift into paternalism and to throw off a part of their expense in one way or another onto the shoulders of the general taxpayer.

In the first place they are almost universally exempted from taxation. In fact, their advocates claim this as one of their advantages in reducing the cost of electricity. They do not seem to realize that the taxes which are not paid by these plants must be paid by some one else. The burden and expense is not saved; it is merely shifted to other shoulders.

In the next place, the plants are usually built by money borrowed from the public treasury or on issue of bonds, and although this may be done with good reso-

lutions of paying it back by the establishment of sinking funds, history shows that eventually defaults in the payments into these sinking funds are very common if not usual. This has been shown to be true even in the case of those public systems which have been most loudly praised by the advocates of public operation.

There is another form of paternalism and subsidy into which municipal plants drift, which is even more insidiously dangerous because it is less patent. This is that they tend to give preferential rates to classes of consumers who are more numerous and have more political in-

fluence as against those who are less numerous and possess less political influence.

The competition of a system open to such methods and such results cannot be otherwise than eventually demoralizing and ineffective. It is far better to concentrate our energies on the perfection of our system of regulation by public service commissions, which is consistent with our traditional policy of government; which is based upon an underlying principle of fairness alike to the producer and the consumer, and which is not open to these well-known frailties of political management.



THE A. G. A. PAINTINGS BY FRED L. STODDARD ON DISPLAY IN ST. LOUIS

The Complete Series of Eight Pictures Have Also Been Shown at the Inauguration of the Course in Gas and Fuel Engineering at the Massachusetts Institute of Technology, and by the Bridgeport Gas Light Company during Progress Week in Bridgeport. They Will Be Exhibited This Month in the New Building of the Equitable Gas Company of Pittsburgh and Later by the Consolidated Gas Company of New York.

Results of Customer Ownership

By RALPH HEILMAN, Dean of Northwestern University



©Und. & Und.

Ralph Heilman

WHAT are the most important results arising from this new method of financing?

From the standpoint of the utility corporation, there are certain obvious advantages. It opens a new source of supply of capital. It offers a means of junior financing which will, to a considerable extent, make it possible to keep the debt down and to maintain a properly balanced capitalization structure.

At the same time, when it operates through the sale of non-voting preferred stock, it is a method by which it is possible to secure junior capital and to retain the management control in the hands of the present owners of the common stock. This consideration may prove important; for in many well-managed companies the success is contingent upon the maintenance of competent, experienced, and capable management.

Furthermore, this new source of capital makes it possible to finance at a minimum cost. Entirely aside from any other advantages, this method of financing is an economical one. Probably the normal cost of disposing of stock issues through the usual channels is 6 to 8 points or even more. The actual costs to the utilities of customer sales are generally much less.

These costs show a considerable range. The commissions paid to employees vary from \$1 to \$2.50 per share; the total sales costs, including advertising, postage, and other indirect costs, are reported by various companies as ranging from \$3 to \$5.

The 185 companies using this plan in 1924 report through the National Electric Light Association an average selling cost of \$4.60 per share. Of course, all such economies, in the long run, redound to the advantage of the consumers as well as the owners.

There are other advantages of a financial character. The credit position of a company is likely to be strengthened by the fact that a large number of people own its stock. This will prove true so long as the company is well managed and maintains a satisfactory dividend record. Under such conditions a large number of stockholders and a public well informed regarding the company's finances and standing means a strengthened credit position.

A widespread distribution of shares exercises a stabilizing influence on the market value of such stock. Manipulation for the purpose of depressing or inflating market values becomes more difficult when the number of stock owners runs up into many thousands.

EFFECT ON PUBLIC SENTIMENT

There can be no doubt that this movement is destined to exert an important influence on the public relations of utilities. The relations between the utilities and the communities which they serve will inevitably be influenced by the fact that a substantial group of individuals have a stake in the utilities providing the service.

By critics it is claimed that the plan is only a clever subterfuge whereby utilities hope to create sufficient favorable sentiment to avoid proper and reasonable regulation and control. It is doubtful

whether any such purpose will be accomplished. The typical consumer is not likely to be more tolerant of poor service, inadequate facilities or unreasonably high rates, because he owns a few shares of stock. On the other hand, he may prove more likely to make his protest vigorous, because of his sense of proprietorship. But it can scarcely be doubted that if the service is adequate, and the rates and the treatment of customers reasonable, the plan should enlarge a utility's good-will.

It will increase the intelligent interest of the community in the affairs of that company. A widespread dissemination of information regarding the utility's affairs finances and management is the inevitable result of the plan. This will lead to appreciation of the fact that, although not every rate schedule sought by utilities has been a proper one, neither is every reduction in rates advocated by politicians or office seekers a justifiable one. A better understanding of utility problems by more citizens inevitably leads to more wholesome and satisfactory relations with the community—providing the utility is well and capably managed, with due regard for the interests of the public.

It is not unlikely that this movement will sustain a relationship to efficiency of management. When there are many stock owners in the community, each feeling his personal stake in the success of the enterprise, the management is more likely to exert itself to maintain dividends, and at the same time to render a service satisfactory and pleasing to the community, than might be the case with the property dominated by absentee ownership.

To the investor, likewise, the plan brings important advantages. To the salaried, professional, or wage-earning saver, the plan offers an important opportunity for investment. The opportunities presented to this class to make investments which yield a substantial return,

which can be acquired in small units, and which are reasonably safe, are extremely limited. While the shares of utility companies do not possess the same high degree of security as government bonds and municipals, they are, doubtless, under adequate state supervision, the safest type of stock offered on a large scale to small purchasers. Up to the present time, so far as I have been able to learn, there has been no default of dividends on any utility issue disposed of under the customer-ownership plan.

ASSURANCE AGAINST LOSS

From the social point of view this movement has important bearings. The economic loss to the nation each year through the sale of worthless securities is in the uncounted millions. Most of the victims are people of small income, unacquainted with investments. Through "blue-sky" laws and similar measures, this loss is being reduced annually.

The customer-ownership movement should prove an additional influence in the reduction of this loss. For, while it is not to be expected that it will transform the cupidity of human nature, or eliminate the "get-rich-quick" desire, it does provide the small saver with an opportunity for a legitimate investment, with a reasonable security and attractive return.

And it will do much to educate this class regarding the existence of such an opportunity, and to encourage them to avail themselves of it. Furthermore, a very great service is being rendered by utilities in making possible this form of systematic saving and investment on a monthly basis. The utility businesses are peculiarly well adapted for installment sales since, as already pointed out, their need is for a regular flow of new



APPEALING TO THE ENLIGHTENED SELF-INTEREST OF THE COMMUNITY

funds to take care of the construction work which is always in progress.

It is not unlikely, therefore, that in

the near future our utility enterprises will take their place as public servants in a new way—as thrift institutions.

The Satevepost Takes a Text from the Monthly

THE campaign, if one can call it that, of publicity recently carried on by the MONTHLY for the beautification and improvement of gas company property, particularly around plants and storage holders, has attracted considerable attention and some favorable comment. That this is a movement of particular value from a public relations point of view has been made evident by the fact that it has now graduated into the "two-and-a-half-million-a-week" class.

In its issue of May 9, The Saturday Evening Post devoted one of its leading editorials to a discussion of John F. Weedon's article in the March issue of the MONTHLY entitled "Beautifying the Gas Works." Since then we have published a similar article by Wallace L. Thackrey on "Placing a Book Value on Good Looks." We are also expecting to hear from others.

The Saturday Evening Post's editorial, which follows, deserves careful reading:

HANDSOME IS AS HANDSOME DOES

If an eccentric foreigner, passing through a succession of strange American towns, desired to inspect the least lovely spot in every neighborhood with as little delay as possible, he might save a deal of time by demanding at once that he be driven to the nearest gas plant.

Occasionally, but not often, this seeker for the unsightly would be jolted out of his cynicism by beholding a smartly kept-up property with good-looking buildings, a well-groomed stretch of lawn adorned by flowering shrubs and a gas holder whose harsh red lines were broken by the green masses of cleverly planted trees.

Unightly gas works have always been taken so much as a matter of course that it is pleasant to hope they may be on the eye of a general sprucing up. Mr. John F. Weedon, writing in the American Gas Association MONTHLY, directs attention to the need for just such a movement.

"Beauty," he says, "has been recognized by the United States Supreme Court as something of definite value, and that value is probably very much greater than most people imagine. There is now no reason why a gas-company property cannot acquire much additional value by the simple means of being made pleasing in appearance to the passer-by. The cost of doing so is an investment and not an expense."

With such an expert opinion for a text, this may be a favorable time for committees

from civic clubs and improvement associations to call upon local utility officials and take the matter up with them in a friendly spirit.

The refinancing of public utilities through sales of stock to customers has worked out so well in recent years that it looks as if it will become a practice of steadily increasing importance. The success of such flotations depends partly upon the security and return offered, partly upon the good-will of the territory served. It is to be doubted if there is any means whereby good-will can be obtained more cheaply than by making utility properties as attractive as circumstances permit.

It would be quite unfair to single the gas company as the sole objective in a local clean-

up campaign. Rare, indeed, is the American town that cannot count a number of manufacturing plants with down-at-heel premises and buildings that are needlessly ugly. Beauty is not always attainable, but neatness usually is; and plant managers should not forget that well-kept premises are a much better fire risk than those which are cluttered with broken crates and boxes and inflammable litter of every description.

In the long run no-corporation policy yields richer returns than a decent regard for public opinion. Good-will breeds good-will; and well-kept plants are a form of advertising that never falls on barren ground.

Membership Drive Results in Record Month

MORE individuals applied for membership in the Association during the month extending from April 15 to May 15 than in any previous month in our history. The result was partly owing to the encouragement given their employees by two of our largest company members, both of whom are firmly convinced of the value of individual membership in the national organization. More and more gas companies are doing missionary work among their engineers and department heads, and we hope the movement will spread to other quarters.

We are happy to welcome the following:

GAS COMPANY MEMBERS.

Cumberland & Allegheny Gas Co.

J. A. Mayers, Genl. Mgr., Cumberland, Md.

MANUFACTURERS.

The Youngstown Pressed Steel Co.

Z. C. Wilkinson, Sales Mgr., Pressed Steel Dept. Warren, Ohio.

Strait & Richards, Inc.

V. I. Richards, Pres., Newark, N. J.

Merco Nordstrom Valve Co., Inc.

C. C. Broadwater, Pres., San Francisco, Calif.

INDIVIDUALS

Rasmussen, Einer Walter

Public Service Electric & Gas Co. Hackensack, N. J.

Cutignol, Mark

Public Service Electric & Gas Co. Newark, N. J.

Shellenberg, James M.

Public Service Electric & Gas Co. Newark, N. J.

Kraemer, John P.

Public Service Electric & Gas Co. Newark, N. J.

Leland, L. H.

Public Service Electric & Gas Co. Newark, N. J.

James, Robert C.

Public Service Electric & Gas Co. Newark, N. J.

Rosa, John M.

Public Service Electric & Gas Co. Newark, N. J.

Clark, Harlow C.

Public Service Electric & Gas Co. Newark, N. J.

Allen, Walter Fox

Public Service Electric & Gas Co. Newark, N. J.

Nickles, Laurence

Public Service Electric & Gas Co. Elizabeth, N. J.

Chambers, John

Public Service Electric & Gas Co. Jersey City, N. J.

Anderson, John C.

Public Service Electric & Gas Co. Elizabeth, N. J.

McAloan, G. Horace

Central Union Gas Co. New York, N. Y.

Bergmann, Oswald A.

Central Union Gas Co. New York, N. Y.

McNally, Margaret M.

Central Union Gas Co. New York, N. Y.

Petrie, Richard

Central Union Gas Co. New York, N. Y.

Davison, George B.

Central Union Gas Co. New York, N. Y.

Muller, Louis George

Central Union Gas Co. New York, N. Y.

Marino, Pasquale

Central Union Gas Co. New York, N. Y.

Berge, Henry T.

Central Union Gas Co. New York, N. Y.

Menninger, Henry D.

Central Union Gas Co. New York, N. Y.

Norton, James J.

Consolidated Gas Co. of N. Y. New York, N. Y.

Beaumont, R. H.

R. H. Beaumont Co. Philadelphia, Pa.

Weygandt, L. G.

R. H. Beaumont Co. Philadelphia, Pa.

DeFrese, Sam R.

Rome Municipal Gas Co. Rome, Ga.

- Jennings, James R.
 Gebhardt, Edward Frank, Jr.
 Park, George Hillary
 Price, David William
 Stutchbury, Herbert A.
 Erdman, H. R.
 Deffenbaugh, Homer C.
 Cullen, David Millar, Jr.
 Kelley, Leroy F.
 Nixon, George R.
 Chesnut, Guy E.
 Isaacs, Usral Melton
 Barry, M. J.
 Husted, Ward W.
 Goris, Clarence Wm.
 Schornstein, Fred E.
 Metzner, Conrad A.
 English, John A.
 Herring, Willard E.
 McCorkindale, William J.
 Hintze, Harold Sanborn
 Abbott, Clinton S.
 Foster, Fred Kelton
 Linderman, Garrett B., Jr.
 Diehl, John C.
 Sands, Joseph M.
 Kay, Frank L.
 Peck, Irving K.
 Kirch, Louis A.
 Flanders, Albert I.
 Sherman, Edward S.
 Donovan, James L.
 Flanders, Arthur L.
 Hopson, Howard C.
 Burke, Pacific Patrick
 Murray, William Keir
 MacDonald, William Grant
 Whitwell, George Miller
 Ford, H. Stanley
 Marshall, Robert Bruce
 Grieve, John
 Halmos, Eugene E.
 Reagan, William J.
 Stockstrom, Arthur
 Stotz, Louis
 Fischer, Edward L.
 Boone, William D.
 Schutt, Everett V. K.
 Bowditch, George S.
 Fenno, Thomas I.
 Rainville, Charles W. Jr.
 O'Donnell, John J.
 Aaron, Charles Thomas
 Bachman, Adolph J.
 Beese, John E.
 Drayton, Harry W.
 Jordan, William L.
 Kraus, Solomon
 Kuhlmann, Fred
 McLeod, Walter R.
 Ward, William E. Jr.
 Williamson, John L.
 Barker, George
 Robbins Publishing Co. New York, N. Y.
 Steere Engineering Co. New York, N. Y.
 Consumers Gas Co. Reading, Pa.
 Consumers Gas Co. Reading, Pa.
 Plattsburg Gas & Electric Co. Plattsburgh, N. Y.
 Plattsburg Gas & Electric Co. Plattsburgh, N. Y.
 Rochester Gas & Electric Corp. Rochester, N. Y.
 Pittsfield Coal Gas Co. Pittsfield, Mass.
 Pittsfield Coal Gas Co. Pittsfield, Mass.
 Pittsfield Coal Gas Co. Pittsfield, Mass.
 St. Joseph Gas Co. St. Joseph, Mo.
 St. Joseph Gas Co. St. Joseph, Mo.
 St. Joseph Gas Co. St. Joseph, Mo.
 St. Joseph Gas Co. St. Joseph, Mo.
 Northern Indiana Gas & Electric Co. Fort Wayne, Indiana
 Northern Indiana Power Company, Huntington, Indiana
 Acme Brass Works, Detroit, Mich.
 Philadelphia Suburban Gas & Electric Co. Jenkintown, Pa.
 Philadelphia Suburban Gas & Electric Co. Jenkintown, Pa.
 Roanoke Gas Light Co. Roanoke, Va.
 Amherst Gas Company, Amherst, Mass.
 The Koppers Construction Co. St. Paul, Minn.
 Keene Gas & Electric Co. Keene, N. H.
 Metric Metal Works, Erie, Pa.
 Metric Metal Works, Erie, Pa.
 The Sands Manufacturing Co. Cleveland, Ohio.
 Westchester Lighting Co. Yonkers, N. Y.
 Midland Utilities Co. Chicago, Ill.
 Midland Utilities Co. Chicago, Ill.
 Lowell Gas Light Co. Lowell, Mass.
 Lowell Gas Light Co. Lowell, Mass.
 Lowell Gas Light Co. Lowell, Mass.
 Lowell Gas Light Co. Lowell, Mass.
 Associated Gas & Electric Co. New York, N. Y.
 Nova Scotia Tramways & Power Co. Halifax N. S. Canada
 Nova Scotia Tramways & Power Co. Halifax N. S. Canada
 Nova Scotia Tramways & Power Co. Halifax N. S. Canada
 Washington Gas Light Co. Washington, D. C.
 R. H. Beaumont Co. Philadelphia, Pa.
 Republic Iron & Steel Co. Youngstown, Ohio
 Detroit Graphite Co. New York, N. Y.
 Barclay, Parsons-Brinckerhoff Klapp & Douglas, New York, N. Y.
 Utica Gas & Electric Co. Utica, N. Y.
 American Stove Co. St. Louis, Mo.
 Own Your Home Exposition, Inc. Philadelphia, Pa.
 Peoples Light Co. Davenport, Iowa
 Midland Utilities Co. Chicago, Ill.
 Kingston Gas & Electric Co. Kingston, N. Y.
 Salem Gas Light Co. Salem, Mass.
 Salem Gas Light Co. Salem, Mass.
 Salem Gas Light Co. Salem, Mass.
 William Green, New York, N. Y.
 A-B Stove Co. Battle Creek, Mich.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Jersey City, N. J.
 Public Service Electric & Gas Co. Newark, N. J.

To be included in the list, applications for membership should reach A. G. A. Headquarters not later than the fifteenth of the month.

Affiliated Association Activities

Canadian Gas Association

The Canadian Gas Association's 18th Annual Convention, to be held in the old historic city of Quebec, Canada, July 15 and 16, 1925, promises to be one of the best meetings ever held by that energetic Association of Canadian gas men. The Papers Committee have a program made up of excellent papers contributed by eminent gas men and engineers of note, among which might be mentioned: "Electric Welding and Design of Gas Holders," by C. H. Scheman, Horton Steel Works, Ltd., Bridgeburg, Canada; "Coke Ovens in Medium Sized Gas Works," by Hugh McNair, Winnipeg Electric Co., Winnipeg, Man.; "Medium High Pressure Gas Distribution," by J. D. von Maur, Consumers' Gas Co., Toronto, Ont.; "Value of Hotel and Restaurant Gas Equipment Business to the Gas Company," by Harry D. Schall, Standard Gas Equipment Corp., Baltimore, Md.; "Some Carburetted Water Gas Results with the Backrun and Bituminous Coal," by R. A. Wallace, Quebec Railway Light & Power Co., Quebec, Can.; "Mankind's Greatest Discovery," by Alexander Forward, secretary-manager, American Gas Association, New York, N. Y. A demonstration of home service work, showing its value to the up-to-date gas company, will be given by Miss Ada Bessie Swann, chairman, Home Service Committee of the American Gas Association.

Excellent boat trip arrangements have been made for reaching Quebec from Toronto and points between, via Lake Ontario, Thousand Islands, and the Rapids of the St. Lawrence—one of the finest inland water trips in the world. The convention headquarters at Quebec will be at the Chateau Frontenac Hotel. The hotel management have reserved accommodations for members of the Association and friends, but, owing to the great demand for rooms in Quebec during the summer months, advise the placing of reservations early. Reservations should be made direct with hotel, mentioning the Canadian Gas Association convention. Special steamship rates can be secured through the secretary of the Association. The Canadian Gas Association extends a hearty invitation to all its American friends to attend the coming convention. The committee in charge of the various events promise an instructive as well as an enjoyable time for all. Further information can be obtained from George W. Allen, Secretary, Canadian Gas Association, 7 Astley Ave., Toronto, Canada.

Michigan Gas Association.

The annual convention of the Michigan Gas Association to be held on Mackinac Island, Michigan, June 25, 26, 27 should be a record breaking one in every way. The situation of

the island in the straits between Lake Michigan and Lake Huron, and its proximity to the St. Marys River leading to Lake Superior, with the adjacent islands and mainland, furnishes a setting hard to surpass. The business program is an unusually good one, with the following papers scheduled: "Future of Gas in Industry" by H. E. Broughton and H. C. Haroldson, Jackson; "Stratification of Different Gravity Gases in a Three Million Cubic Foot Holder" by T. W. Weigle, Detroit; "Co-operation in the Extension and Maintenance of Underground Structures in Public Highways" by L. K. Richey, Detroit; "Use of Soft Coal for Water Gas" by H. S. Parker, Muskegon; "Experience with Modern Gas Accounting Methods" by P. H. Sanderson, Lansing; "Tying in with the National Program of the American Gas Association" by K. R. Boyce, New York.

There will also be papers on "House Heating Experience," "Coal Gas Ovens" and other subjects. The business sessions will be held in the mornings of the three days, the rest of the day will be given to entertainment and diversion, such as carriage drives, boats trips, golfing, swimming, horse-back riding, tennis, baseball, and walking.

The Grand Hotel will be entirely at the disposal of those in attendance at the convention; there will be no one else there. The hotel will be newly decorated and in many parts refurnished. A special rate has been obtained for the convention. The island is easily accessible by train and boat. Further information may be obtained direct from secretary-treasurer, A. G. Schroeder, Grand Rapids Gas Light Company, Grand Rapids, Mich.

Empire State Gas & Electric Association.

The Commercial Section of this association will hold its annual meeting at the new Hotel Van Curler, Schenectady, N. Y., on June 25 and 26. The tentative program is as follows: "Developing the Farm Load" by G. H. Churchill; "The Farm Electric"—a motion picture; "Commercial Departments and Public Relations" by O. H. Fogg; "Gas House Heating" by G. L. Whitelaw; "Salesmanship" by a speaker from the General Electric Company; "Advertising" by S. H. Evans; and "Home Service" by Mrs. Rohrs. Following the meetings, which will be held in the mornings only, a golf tournament will be held at the Mohawk Golf Club. The meetings will be presided over by W. J. Reagan of Utica, Chairman of the Section.

Further information may be obtained by writing C. H. B. Chapin, secretary, Empire State Gas & Electric Association, Grand Central Terminal, New York, N. Y.

Southern Gas Association.

The seventeenth annual convention of the Southern Gas Association will be held in the Oceanic Hotel, Wrightsville Beach, N. C., on June 9, 10 and 11. In addition to the papers and addresses listed in the May MONTHLY, Alexander Forward, secretary-manager of the American Gas Association, has consented to deliver an address on "Heat Through the Ages." It is also hoped that H. C. Abell, president of the A. G. A., will be present. The secretary of the Southern Gas Association, J. P. Connolly, 141 Meeting Street, Charleston, S. C., is prepared to give any further information needed.

Gas Sales Association of New England.**John J. Quinn**

At the annual meeting of this Association held in Boston, May 8, 1925, Governor John J. Quinn, Quincy, Mass., was reelected for a second term, and James H. Sumner, Cambridge, Mass., was reelected secretary and treasurer. This is fitting recognition of the continued success and expansion enjoyed during the year by the Association under the administration of these two officers. The following were elected to serve on the Board of Directors: Walter K. Stafford and James H. MacPherson, both of Boston. These, together with two hold over members—George H. Fisher, Boston, and Charles Horton, junior manager, Plymouth, Mass.,—with the officers, will constitute the Board for the new year.

Wisconsin Utilities Association**George H. Wilmarth**

The Wisconsin Utilities Association, in holding a general one-day convention on April 16, 1925, brought to a successful conclusion its new policy of holding separate conventions in different cities of the gas, electric, street railway, accounting and commercial sections—at which technical subjects are taken up—and finished off the year's program with a general convention at which only problems of common interest to all sections were programmed subjects.

President G. C. Neff stated in his opening address that the fine attendance and the great interest shown at all the sectional meetings and the general convention indicates the success of this plan. Much credit is due Execu-

tive Secretary J. N. Cadby for the results obtained.

The following officers were elected for the coming year: President, George H. Wilmarth, Eau Claire; Vice President, William C. Butterworth, Platteville; Treasurer, Harrison A. Smith, Madison; Executive Secretary, John N. Cadby. A Public Relations Section was created and John St. John, Madison, was elected its chairman with G. W. Van Derzee, Milwaukee, vice-chairman.

Pennsylvania Gas Association**Wallace G. Murfit**

The annual meeting of this Association was held at a luncheon at the Robert Treat Hotel, Newark, N. J., on April 22, 1925, in connection with the Eastern States Gas Conference. The officers for the coming year were elected as follows: President, Wallace G. Murfit, Newtown; first vice-president, R. C. Cornish, Philadelphia; second vice-president, Joseph Jeffrey, Scranton; secretary-treasurer, George L. Cullen, Harrisburg. The following will serve on the Executive Council: W. R. Rhodes, Sudbury; L. W. Phillips, Lebanon; Stanley Grady, Philadelphia; and A. C. Taylor, Reading.

The Pennsylvania Gas Association at this meeting agreed to conduct a state-wide open house week for the gas companies sometime in September or October. The movement will be well advertised in the newspapers, inviting the general public to inspect all departments of the gas companies. A committee will be appointed by President Murfit on this matter in the near future.

New Jersey Gas Association**H. D. Whitcomb**

The New Jersey Gas Association held its annual meeting on April 23, 1925 in Newark during the Eastern States Gas Conference. The Industrial Gas Committee reported that it is publishing a booklet designed for the use of salesmen in solving problems and as a reference book in the sale of gas for industrial purposes. The Association voted Alexander Forward and Lucius S. Bigelow honorary members in recognition of their valuable service to the gas industry.

Officers elected for the coming year were: President, H. D. Whitcomb, Newark; first vice-president, L. N. Yetter, Atlantic City; second vice-president, J. L. Conover, Jr., Newark; secretary-treasurer, R. A. Koehler,

Newark; Directors: H. A. Stockton, Atlantic Highlands; R. J. Ritchie, Long Branch; R. R. Young, Newark; and J. R. Stetser, Gloucester.

Iowa District Gas Association



C. M. Benedict

H. M. Sterrett, Des Moines.

The twentieth annual convention of the Iowa District Gas Association held in Cedar Rapids, April 22, 23 and 24, 1925, proved to be a most successful one. The officers elected for the new year were: President, C. M. Benedict, Des Moines; first vice-president, F. S. Edge, Grinnell; second vice-president, C. A. Nash, Davenport; secretary and treasurer,

Southwestern Public Service Association.



W. E. Wood

man of the Electric Section, J. C. Kennedy, Marshall, Texas; 3rd vice president and chairman of the Railway Section, W. W. Holden, San Antonio, Texas; treasurer, F. J. Gannon, Fort Worth, Texas, and secretary, E. N. Willis, Dallas, Texas.

At the convention of the Southwestern Public Service Association held in Houston, Texas, May 5 to 8, the following officers were elected for the new year: President, W. E. Wood, Houston, Texas; 1st vice president, and chairman of the Gas Section, P. E. Nicholls, Galveston, Texas; 2nd

Missouri Association of Public Utilities



Wiley F. Corl

At the nineteenth annual convention of this association held in Joplin, Mo., May 5-8, the following new officers were elected: President, Wiley F. Corl, St. Louis; 1st vice-president, F. S. Dewey, Kansas City; 2nd vice-president, W. H. Hanby, University City; 3rd vice-president, O. W. Mattison, Mexico; secretary-treasurer, F. D. Beardslee, St. Louis.

Personal



Frank LeRoy Blanchard

HENRY L. DOHERTY, Alexander Forward, J. W. Welsh of the A.E.R.A., former Governor Charles S. Whitman of New York, and many of the leading members of the advertising profession attended a dinner in honor of Frank LeRoy Blanchard, chairman of the Publicity and Advertising Section of the American Gas Association, in the McAlpin Hotel, New York City, on April 30. Mr. Blanchard, who formed the first class in advertising that was ever given, celebrated his twentieth year as director and instructor of the Advertising Course in the 23rd Street Branch of the New York Y. M. C. A. In addition to his lecture and classroom work, Mr. Blanchard is Director of Public Relations of Henry L. Doherty and Company.

JOHN W. DOWNING, treasurer and general manager of the Citizens Gas Company of Salisbury, Md., and the accredited delegate of his company to the A. G. A., has been elected to the City Council of Salisbury. There were three vacant places on the Council, and two of the councilmen were up for reelection. In the election on May 5, Mr. Downing received only seven votes less than the highest man on his ticket. During the primaries in April, the Salisbury News said:

"The entry of Mr. Downing brings another business man into the field, who will conduct his campaign for election on a policy of a progressive business administration of municipal affairs. Mr. Downing is general manager of the Citizens Gas Company, a director of the Peoples Bank, member of the Rotary Club, the Red Men and Moose fraternities and of the Asbury Methodist Episcopal Church. It is his first campaign for public office."

FRANK F. EVEREST, president of the First National Bank of Council Bluffs, and officer in numerous local organizations, has been elected president of the Citizens Gas and Electric Company of Iowa to succeed the late E. A. Wickham.

Resolutions adopted by the Board of the Citizens Company paid a fine tribute to the late Col. A. L. English, former general manager of the concern, who died of apoplexy several weeks ago. Announcement of a successor will be made in the near future, it was intimated at the meeting.

CHARLES T. AARON has left the Thatcher Company and has joined the sales organization of the A-B Stove Company at Battle Creek, Mich.

GENERAL

CHAIRMEN OF GENERAL COMMITTEES ORGANIZED TO DATE

Accident Prevention—C. B. SCOTT, Chicago, Ill.
 Amendments to Constitution—WM. J. CLARK, Yonkers, N. Y.
 American Engineering Standards Committee, Representative on—A. H. HALL, New York, N. Y.
 —(Alternate Representative) W. J. SERRILL, Philadelphia, Pa.
 Award of Best Medal—H. C. ABELL, New York, N. Y.
 Chamber of Commerce of U. S.—J. B. KLUMPF, Philadelphia, Pa.
 Cooperation with Educational Institutions—W. G. GRIBBEL, Philadelphia, Pa.
 Customer Ownership—CHARLES A. MURRON, Chicago, Ill.
 Education of Gas Company Employees—B. J. MULLEN, Chicago, Ill.
 Entertainment—WM. J. CLARK, Yonkers, N. Y.
 Finance—JAMES LAWRENCE, New York, N. Y.
 Gas Safety Code—W. R. ADDICKS, New York, N. Y.

Gas Standards & Service—J. A. PERRY, Philadelphia, Pa.
 General Specifications—A. H. HALL, New York, N. Y.
 Geographic Sections—L. R. DUTTON, Jenkintown, Pa.
 Managing Committee of Appliance Testing Laboratory—B. W. GALLAGHER, Cleveland, Ohio.
 National Fire Protection Association—R. S. DOULL, New York, N. Y.
 Nominating—R. B. HARPER, Chicago, Ill.
 Rate Structure—EWARD HAAS, Milwaukee, Wis.
 Representation on National Joint Committee of Public Utility Associations—D. D. BARNUM, Boston, Mass.; H. L. DOHERTY, New York, N. Y.; A. P. LATHROP, New York, N. Y.; P. H. GARDEN, Philadelphia, Pa.; CHARLES A. MURRON, Chicago, Ill.; WM. L. RANSON, New York, N. Y.; ALEXANDER FORWARD, New York, N. Y.; H. C. ABELL, New York, N. Y.; T. V. PURCELL, Chicago, Ill.
 Theft of Gas—H. B. FLOWERS, New Orleans, La.
 Time and Place—R. B. BROWN, Milwaukee, Wis.

Assure Success of Correspondence Course

THE returns from the circular letter sent out by the Committee on Education of Gas Company Employees to determine whether there is sufficient demand to warrant the establishment of a correspondence course on the technical phases of gas manufacture, distribution and utilization indicate that there exists a great need for such a course. There is no doubt but that more than 750 enrollments can be readily obtained. An Advisory Committee has been appointed to work with Professor Jerome J. Morgan of Columbia University in the preparation of the course which he is to conduct. This Committee consists of:

A. E. Forstall, 15 Park Row, New York, N. Y.
 C. E. Paige, Brooklyn Union Gas Co.
 F. C. Weber, Henry L. Doherty & Co.
 W. S. Yard, Pacific Gas & Elec. Co.

It has been decided to make the course of 24 lessons, one lesson a month, each lesson requiring from 6 to 10 hours'

work. It is expected that the cost of the course will be around \$60, which will include text books. Professor Morgan reports that the first few lessons have been prepared and are being reviewed by the Advisory Committee, and it is fully expected the course will be ready next September. The Advisory Committee has been freely consulted in determining the contents of the course and the following table of contents is the result:

1. Physical properties of gases; brief history of gas manufacture; general outline of the function and purpose of the manufactured gas business; bibliography.
2. Gaseous fuels and their composition; components of manufactured gas; theory of combustion; producer gas; gas producers; recuperation and regeneration.
3. Coals, their formation and classification; composition of coals suitable for coal gas; theory of coal carbonization; flow sheet and general outline of coal gas plant.
4. Description of carbonization apparatus—standard benches; horizontal thrus; inclines; verticals; design, construction and operation of each.
5. Coke ovens; design, construction and operation.
6. Water gas theory; composition and constitution of water gas making materials—

- coals, coke and oil; steam boiler plant design, construction and operation; accessories.
7. Description of water gas process; design of machine; operation of water gas apparatus; controls; waste heat boilers.
 8. Carburetter reactions; cracking of hydrocarbon oils; relation of oil cracking to coal tar cracking; naphthalene.
 9. Manufacture of oil gas as practiced on the Pacific Coast.
 10. Condensing and scrubbing with especial reference to tar and ammonia removal and recovery; distillation of ammoniacal liquor.
 11. Oxide purification—materials, size and types of boxes; methods of operation; liquid purification—theory, apparatus and results.
 12. Developments in the art of gas manufacture and problems to be met in the future; low temperature carbonization and complete gasification.
 13. Gas distribution with especial reference to main conductivity; pressure surveys and data; main capacities.
 14. Gas pumping machinery; high pressure distribution.
 15. Gas services; meters and governors; unaccounted for gas.
 16. Proper function and operation of a new business department.
 17. Appliances; design, installation, performance and adjustment; house piping.
 18. Theory of gas utilization; flame temperature; heat transfer; ventilation; recuperation.
 19. Use of gas for industrial purposes and problems attendant thereto.
 20. Function of the chemical laboratory in gas manufacture and utilization.
 21. Accident prevention, safety and first aid.
 22. Importance of relation of accounting and statistical records in reference to construction and operation.
 23. Principles of rate making; fair value; valuation; undistributed structural costs; going concern value.
 24. Public relations.

UTILITY EXECUTIVES TO AID NATIONAL STANDARDIZATION

THE first step in a campaign announced by the American Engineering Standards Committee to give impetus to the united industrial effort against waste and for the quickening of trade is the formation of a committee of five first-line executives to act as an advisory body to the Committee. This advisory committee will consist of the following:

J. A. Farrell, president of the U. S. Steel Corporation; G. B. Cortelyou, president of the Consolidated Gas Company of New York; J. W. Lieb, vice-president of the New York Edison Company; L. F. Loree, president of the Delaware & Hudson Company, and Gerard Swope, president of the General Electric Company.

In focussing the united influence of big industries of national and international ramifications on the American Engineering Standards Committee program, the committee of five just formed will emphasize what is regarded as the fundamental principle of standardization: that standardizing must facilitate and stimulate, and not hinder industry.

The committee will assist in keeping executives in touch with the national movement in its development.

NEW ENGINEERING BULLETIN

THE UNIVERSITY OF MICHIGAN has recently published a Bulletin announcing its program in Chemical Engineering and Graduate Courses, the latter including a course in Gas Engineering. Copies of the bulletin may be obtained by writing Professor Alfred H. White, University of Michigan, Ann Arbor, Mich.

Johns Hopkins Gives Graduate Assistantship

THE School of Engineering of Johns Hopkins University will award a graduate assistantship in Gas Engineering for the academic year 1925-26. This assistantship will pay the holder \$500.00. In return he will be required to spend a number of hours each week assisting in the undergraduate laboratory instruction in Gas and Fuel Technology.

Applicants for this assistantship must be candidates for advanced degrees in Gas Engineering, and the holder will be expected to pursue advanced instruction and research in this field.

Persons desiring to submit application or secure further information should address their applications to Wilbert J. Huff, Professor of Gas Engineering, Johns Hopkins University, Baltimore, Md.

ACCOUNTING SECTION

H. C. DAVIDSON, Chairman

DeWITT CLINTON, Vice-Chairman

H. W. HARTMAN, Secretary

MANAGING COMMITTEE—1925

ARMSTRONG, J. I., Toronto, Ont., Canada. (Canadian)
 BIRCHOFF, W. H., Savannah, Ga.
 BLANCHFIELD, JOHN I., Brooklyn, N. Y.
 CARMICHAEL, E. T., Elkhart, Ind. (Indiana)
 CARRILL, W. H., Baltimore, Md.
 CHALMERS, W. D., Baton Rouge, La. (Southwestern)
 CLINTON DeWITT, Worcester, Mass. (N. E. Assn. Gas Engrs.)
 CONNOR, J. L., Newark, N. J.
 DOERING, W. A., Boston, Mass.
 ELIAS, PETER, Hammond, Ind.
 ELLIS, E. W., Milwaukee, Wis. (Wisconsin)
 HALL, H. B., East Braintree, Mass. (Gas Sales)
 HALL, ISAAC S., Boston, Mass.
 HUBB, J. W., Philadelphia, Pa.
 JAMES, F. M., Aurora, Ill. (Illinois)
 KELLEN, A. R., Syracuse, N. Y.
 KURTZ, ADAM, Detroit, Mich.
 LA WALL, H. J., Philadelphia, Pa.

LAWRENCE, JAMES, New York, N. Y.
 McKANA, G. E., Chicago, Ill.
 MEYER, W. J., New York, N. Y.
 PAGE, H. M., Charleston, S. C. (Southern)
 PATTERSON, F. H., Rochester, N. Y.
 PETTER, W. H., Newark, N. J. (New Jersey)
 PLATT, C. W., Portland, Ore. (Pacific Coast)
 PORTER, EDWARD, Philadelphia, Pa. (Pennsylvania)
 POTTER, O. F., Newark, N. J.
 PRESSMAN, E. P., Yonkers, N. Y.
 REESE, J. G., Baltimore, Md.
 REYNOLDS, A. E., Springfield, Mo. (Missouri)
 SAUER, W. A., Chicago, Ill.
 SCOBELL, E. C., Rochester, N. Y. (Empire State)
 SHARING, E. B., Sioux City, Iowa. (Iowa)
 SHORT, A. F., Providence, R. I.
 SPEAR, M. H., Flushing, L. I., N. Y.
 TOSSELL, A. L., Chicago, Ill.
 WASSER, O. E., Ithaca, N. Y.

CHAIRMEN OF SECTIONAL COMMITTEES ORGANIZED TO DATE

Analysis of Gas Company Statistics—H. J. LA WALL, Philadelphia, Pa.
 Customers Accounting Committee—J. L. CONOVER, JR., Newark, N. J.
 Insurance—J. G. REESE, Baltimore, Md.
 Nominating—W. A. SAUER, Chicago, Ill.

Relations with Customers—W. A. DOERING, Boston, Mass.
 State Representatives—A. L. TOSSELL, Chicago, Ill.
 Undistributed Structural Costs—J. I. BLANCHFIELD, Brooklyn, N. Y.
 Uniform Classification of Accounts—W. J. MEYER, New York, N. Y.

What a Budget Should Mean to the Executive

By G. L. STANSBURY, Bureau of Commercial Economics, Chicago, Ill.

PERHAPS the most pertinent thing that can be said about budgets and budgetary control is that their importance in the administrative and executive functions and their educational powers are, as yet, but little understood. Practically all of the current literature on the subject (and there is a lot of it) is of a more or less routine nature and leaves the conviction that the real possibilities in a budget, from the executive standpoint, have been lost sight of. It is the purpose of this article to deal with the subject entirely in the light of its value to executives.

The general conception of a budget is that it is an estimate of future expenditures. That is only part of a budget. A budget is a complete plan of affairs; as such, it must and does comprehend all the

financial elements of a business. If correctly drawn, it paints a reasonably true picture of future conditions. In its ramifications, correlation of quantities as well as values are considered.

The public has a considerable part to play in verifying that part of a budget having to do with estimates of gross earnings, and, therefore, a reasonable uncertainty as to that verification is justified; but there is no justification for uncertainty relative to that part of a budget having to do with anticipated expenditures.

To repeat, a budget comprehends all the financial elements of business, viz., purchases, production, gross earnings, operating expenses, fixed charges, etc., and net surplus adjustments.

The climax of a budget is its reflection in an estimated balance sheet as of

the end of the budget period. No budget should have executive approval until it reflects a healthy result in the balance sheet, else its effect may be far from what is desired.

THE PURPOSES OF A BUDGET

The purposes of a budget are:

1. To define executive policy
2. To promote co-operation in the execution of policies
3. To prescribe the limits within which expenditures are to be confined
4. To determine what and when funds will be required so that they may be provided in a reasonable and an orderly manner and at minimum cost
5. To set up standards by which accomplishment can be judged
6. To establish bases of control, not only of cash expenditures, but of a business as a whole; and through the exercise of that control to provide business data of distinctly educational value to the line and staff as well as to the chief executive.

Elaborating on these purposes brings out the following points of particular value:

Executive policy is frequently not defined at all. More often it is a series of delayed and vacillating decisions based on conditions as they arise and not on anticipated conditions. That type of executive policy is analogous to the resolve to save money after the need of money is felt. It is often found at the bottom of receiverships and bankruptcies; the statisticians call it "mismanagement" or "poor management." With the advantages of a budget available for predetermining results and for determining executive policies, the position of the executive who does not use it is somewhat in doubt.

As a general rule, the chief executive holds his office for one of three reasons, viz.:

1. His financial investment in a business.
2. His long term of service in the company.
3. His marked accomplishment in some particular part of the business.

Little can be said about the first two. Financial investment entitles one to say what shall be done with it. A long term of service is commendable and entitled to its reward. Marked accomplishment in a *particular part* of a business is, likewise, worthy of its reward; but the chief executive who attains his high office through that channel is naturally inclined toward *that part* of the business, and the rest is likely to become incidental unless some agency is provided to overcome that tendency.

A properly prepared, considered, and administered budget is such an agency. It co-ordinates all the elements of a business and presents a picture which must be observed in both its high lights and shadows.

A budget based on executive desires and ambitions is an expression of those desires and ambitions, and not a definition of executive policy. A budget based on well determined facts and reasonable expectations, and with its future effect clearly determined, is a definition of sound executive policy and leads to success.

AT THE RECENT MEETING of the Committee on Customers Accounting, it was decided to have a working exhibit of the systems adopted by the Public Service Electric and Gas Company in the Accounting Section booth at the next A. G. A. Convention.

It has also been reported that manufacturers of bookkeeping machines are planning to have working exhibits in their booths indicating the use by gas companies of bookkeeping machines.

ALBION
BARTLE

BRAN,
BROOK
DUNN
HAMIS
HOBBS
HOLLIS
JUPPE
JOHN
LEWIS
LOWE,

Exhib
Bomis
Labor

Divis

Divis

Divis

Divis

Divis

Acco

Y.

Acme

Ajax

Amer

Amer

Baile

Barb

Bartl

Beck

Berni

Blod

Boon

Brya

Oh

Burr

Cham

Chica

Chica

Clark

Claus

Wi

Cleve

Cle

Cleve

Clow

Colum

Col

MANUFACTURERS SECTION

WENDELL L. SMITH, Chairman

C. W. BERGHORN, Secretary

W. E. DERWENT, Vice-Chairman

MANAGING COMMITTEE—1925

AARON, C. T., Newark, N. J.
 BARTLETT, C. E., Philadelphia, Pa. (New Jersey and Pennsylvania.)
 BEAK, G. W., Washington, D. C. (Southern)
 BRUCE, HOWARD, Baltimore, Md.
 DERWENT, W. E., Rockford, Ill. (Wisconsin)
 HAMILTON, P. H., Cleveland, O.
 HOBBS, G., Toronto, Ont., Canada. (Canadian)
 HOLLINGS, A. L., Chicago, Ill. (Indiana)
 JEFFERSON, W. H., New York, N. Y.
 JOHNSON, H. J., New York, N. Y.
 LEWIS, F. A., Kalamazoo, Mich.
 LOWE, JOHN, New York, N. Y.

MCDONALD, DONALD, New York, N. Y.
 MUELLER, R., Decatur, Ill.
 NORTON, A. E., Boston, Mass. (N. E. Gas Engr.)
 OSTERMAN, F. C., Elizabeth, N. J.
 RAMBERG, C. J., Pittsburgh, Pa.
 ROPER, GEO. D., Rockford, Ill. (Illinois and Iowa)
 SEIDENGLAND, C. H., Dallas, Texas. (Southwestern)
 SHAYER, KENNETH, Pittsburgh, Pa.
 STITES, TOWNSEND, Gloucester, N. J.
 STOCKSTROM, A., St. Louis, Mo. (Missouri)
 WELLS, F. K., Boston, Mass. (Gas Sales of N. E.)
 WESTON, J. A., Detroit, Mich. (Michigan)
 WHITELAW, H. L., New York, N. Y.

CHAIRMEN OF SECTIONAL COMMITTEES ORGANIZED TO DATE

Exhibition—WENDELL L. SMITH, Battle Creek, Mich.
 Nominating—GEO. W. PARKER, St. Louis, Mo.
 Laboratory Equipment—DONALD McDONALD, New York, N. Y.
 Division of Accessories Manufacturers—R. MUELLER, Decatur, Ill.
 Division of Apparatus & Works Manufacturers—JOHN LOWE, New York, N. Y.
 Division of Gas Range Manufacturers—CHARLES T. AARON, Newark, N. J.
 Division of Heating Appliance Manufacturers—H. L. WHITELAW, New York, N. Y.

Division of Industrial Appliance Manufacturers—P. C. OSTERMAN, Elizabeth, N. J.
 Division of Lighting Appliance Manufacturers—TOWNSEND STITES, Gloucester, N. J.
 Division of Motor Manufacturers—W. H. JEFFERSON, New York, N. Y.
 Division of Office Labor Saving Devices—H. J. JOHNSON, New York, N. Y.
 Division of Supply Manufacturers—KENNETH SHAYER, Pittsburgh, Pa.
 Division of Water Heater Manufacturers—P. H. HAMILTON, Cleveland, O.

Exhibitors at the Seventh Annual Convention

ABENDROTH BROTHERS, Port Chester, N. Y.
 A-B Stove Co., Battle Creek, Mich.
 Accounting Section, A. G. A., New York, N. Y.
 Acme Brass Works, Detroit, Mich.
 Ajax Brass & Iron Co., Brooklyn, N. Y.
 American Meter Co., New York, N. Y.
 American Range Corp., Shakopee, Minn.
 American Stove Co., St. Louis, Mo.
 Bailey Meter Co., Cleveland, Ohio.
 Barber-Green Co., Aurora, Ill.
 Bartlett Hayward Co., The, Baltimore, Md.
 Beckwith Co., The, Dowagiac, Mich.
 Bernitz Furnace Appliance Co., Boston, Mass.
 Blodgett Co., The G. S., Burlington, Vt.
 Boone County Coal Corp., Sharples, W. Va.
 Bryant Heater & Mfg. Co., The, Cleveland, Ohio.
 Burroughs Adding Machine Co., Detroit, Mich.
 Chambers Mfg. Co., Shelbyville, Ind.
 Chicago Bridge & Iron Works, Chicago, Ill.
 Chicago Pneumatic Tool Co., New York, N. Y.
 Clark & Co. Div., Geo. M., Chicago, Ill.
 Claus Automatic Gas Cock Co., Milwaukee, Wis.
 Cleveland Co-Operative Stove Co., The, Cleveland, Ohio.
 Cleveland Heater Co., The, Cleveland, Ohio.
 Clow & Sons, James B., Chicago, Ill.
 Columbus Heating & Ventilating Co., The, Columbus, Ohio.

Combustion Utilities Corp., New York, N. Y.
 Connelly Iron Sponge & Governor Co., New York, N. Y.
 Connersville Blower Co., Connersville, Ind.
 Cribben & Sexton Co., Chicago, Ill.
 Cruse-Kemper Co., Ambler, Pa.
 Cutler-Hammer Mfg. Co., The, Milwaukee, Wis.
 Dangler Stove Co. Div., Cleveland, Ohio.
 Davidson Co., M. T., New York, N. Y.
 Dean Limited, Payne, Stamford, Conn.
 Dearborn Chemical Co., Chicago, Ill.
 Detroit Stove Works, Detroit, Mich.
 Dresser Mfg., S. R., Bradford, Pa.
 Elgin Stove & Oven Co., Elgin, Ill.
 Elliott-Fisher Co., New York, N. Y.
 Equitable Meter Co., Pittsburgh, Pa.
 Eriez Stove & Mfg. Co., Erie, Pa.
 Floyd-Wells Co., Royersford, Pa.
 Gas Machinery Co., The, Cleveland, Ohio.
 Gas Purifying Materials Co., Long Island City, N. Y.
 General Gas Light Co., New York, N. Y.
 General Gas Mantle Co., Camden, N. J.
 Giant Manufacturing Co., Council Bluffs, Iowa
 Glenwood Range Co., Taunton, Mass.
 Grayson Mfg. Co., The J. H., Athens, Ohio
 Griffin & Co., John J., Philadelphia, Pa.
 Hays Manufacturing Co., Erie, Pa.
 Helme & McIlhenny, Philadelphia, Pa.
 Hoffman Heater Co., The, Louisville, Ky.

- Home Service Committee, Commercial Section, A. G. A., New York, N. Y.
 Humphrey Co., Div. Ruud Mfg. Co., Kalamazoo, Mich.
 Improved Equipment Co., The, New York, N. Y.
 Isbell-Porter Co., Newark, N. J.
 Johns-Manville, Inc., New York, N. Y.
 Kalamazoo Loose Leaf Binder Co., Kalamazoo, Mich.
 Kane Manufacturing Co., Inc., Wm., Philadelphia, Pa.
 King Refractories Co., Inc., Buffalo, N. Y.
 Kompak Co., The, New Brunswick, N. J.
 Koppers Co., The, Pittsburgh, Pa.
 Lambert Meter Co., Inc., Brooklyn, N. Y.
 Lattimer Stevens Co., The, Columbus, Ohio.
 Lavino & Co., E. J., Philadelphia, Pa.
 Lawson Mfg. Co., Pittsburgh, Pa.
 Lovekin Water Heater Co., The, Philadelphia, Pa.
 McDonald & Co., D., Albany, N. Y.
 McWane Cast Iron Pipe Co., Birmingham, Ala.
 Maryland Meter Works, Baltimore, Md.
 Merco Nordstrom Valve Co., San Francisco, Calif.
 Metric Metal Works, Erie, Pa.
 Michigan Stove Co., The, Detroit, Mich.
 Minneapolis Heat Regulator Co., Minneapolis, Minn.
 Moore Brothers Co., Joliet, Ill.
 Mueller Brass Co., Port Huron, Mich.
 Mueller Co., Decatur, Ill.
 National Stove Co. Div., Lorain, Ohio.
 National Tube Co., Pittsburgh, Pa.
 New Process Stove Co. Div., Cleveland, Ohio.
 Peerless Heater Co., Pittsburgh, Pa.
 Peerless Mfg. Co., The, Louisville, Ky.
 Pennsylvania Crusher Co., Philadelphia, Pa.
 Pennsylvania Engineering Works, New Castle, Pa.
 Permutit Co., The, New York, N. Y.
 Pittsburgh Meter Co., Pittsburg, Pa.
 Pittsburgh Water Heater Co., Pittsburgh, Pa.
 Porcelain Enamel & Mfg. Co., Baltimore, Md.
 Quick Meal Stove Co. Div., St. Louis, Mo.
 Radiant Heat Corp. of America, New York, N. Y.
 Rathbone, Sard & Co., Aurora, Ill.
 Reliable Stove Co. Div., Cleveland, Ohio
 Remington Typewriter Co., Inc., New York, N. Y.
 Republic Flow Meters Co., Chicago, Ill.
 Reznor Manufacturing Co., Mercer, Pa.
 Roberts Brass Mfg. Co., The, Detroit, Mich.
 Roberts & Mander Stove Co., Philadelphia, Pa.
 Robertshaw Thermostat Co., Youngwood, Pa.
 Robins Conveying Belt Co., New York, N. Y.
 Roper Corp., Geo. D., Rockford, Ill.
 Russell Engineering Co., St. Louis, Mo.
 Ruud Manufacturing Co., Pittsburgh, Pa.
 Safety Gas Main Stopper Co., Brooklyn, N. Y.
 Sands Manufacturing Co., The, Cleveland, Ohio
 Sexton Stove & Mfg. Co., The S. B., Baltimore, Md.
 Slattery & Bro., Inc., J. B., Brooklyn, N. Y.
 Sprague Meter Co., The, Bridgeport, Conn.
 Stacey Manufacturing Co., The, Cincinnati, Ohio.
 Standard Gas Equipment Corp., The, Oriole Division, Baltimore, Md.
 Triplex Division, New York, N. Y.
 Vulcan Division, New York, N. Y.
 Steere Engineering Co., Detroit, Mich.
 Sterling Range & Furnace Corp., Rochester, N. Y.
 Strait & Richards Inc., Newark, N. J.
 Superior Manufacturing Co., The, Pittsburgh, Pa.
 Superior Meter Co., Brooklyn, N. Y.
 Surface Combustion Co., The, Bronx, N. Y.
 Tappan Stove Co., The, Mansfield, Ohio.
 Thatcher Co., The, Newark, N. J.
 Time-O-Stat Corp., The, Milwaukee, Wis.
 Titeflex Metal Hose Co., Newark, N. J.
 Tufts Meter Works, Nathaniel, Boston, Mass.
 U. G. I. Contracting Co., The, Philadelphia, Pa.
 United States Cast Iron Pipe & Foundry Co., Burlington, N. J.
 U. S. Bureau of Mines, Washington, D. C.
 U. S. Bureau of Standards, Washington, D. C.
 Waite & Davey Company, Inc., Long Island City, N. Y.
 Walker & Pratt Mfg. Co., Boston, Mass.
 Welsbach Co., Gloucester, N. J.
 Western Gas Construction Co., The, Fort Wayne, Ind.
 West Gas Improvement Co. of America, New York, N. Y.
 White-Warner Company, The, Taunton, Mass.
 Wilder Metal Co., Niles, Ohio.
 Wilson Co., H. A., Newark, N. J.
 Wolff Gas Radiator Co., The A. H., New York, N. Y.
 Wood & Co., R. D., Philadelphia, Pa.
 Youngstown Pressed Steel Co., The, Warren, Ohio

THE construction of a well-made range, and the performance of its burners will comply with the Standard Gas Range Specifications that have been adopted by the American Gas Association. This is a national organization made up of gas appliance manufacturers, men associated with the gas companies, and representatives of allied industries. Through their combined efforts they have compiled specifications covering the kind and minimum thickness of metal to be used in the several parts of a range, the proper placing and supports of the burners, and the performance of these burners. A range made in accordance with these is representative of good gas range practice. In testing all gas ranges at the Institute we follow these specifications, and only those that fulfill them are approved. With a gas range, as with other things, you get what you pay for. Ranges that are not built to meet these standards can, of course, be offered at a lesser price.—GOOD HOUSEKEEPING INSTITUTE.

PUBLICITY AND ADVERTISING SECTION

F. L. BLANCHARD, Chairman

A. W. HAWKS, Jr., Vice-Chairman

CHARLES W. PERSON, Secretary

MANAGING COMMITTEE—1925

BENNETT, J. M., Philadelphia, Pa.
BORDEN, A. W., Hastings, Neb.
BURNS, J. J., St. Louis, Mo. (Missouri)
CADWALLADER, F. D., Brookline, Mass. (Gas Sales of N. E.)
CLARK, HARLOW C., Newark, N. J.
CONNETT, E. J., Lowell, Mass.
CROFT, F. W., New York, N. Y. (Empire State)
FINNER, R. E., San Francisco, Calif.
FRANK, M. H., Fond du Lac, Wis.
FRANKLIN, S. J., Millville, N. J. (New Jersey)
GARDNER, E. F., Chicago, Ill.
JARMON, F. A., Ottawa, Ont. Canada. (Canadian)
LAURET, W. E., Milwaukee, Wis. (Wisconsin)
LAWFORD, JAMES, Vancouver, B. C.
LIVINGSTON, R. E., New York, N. Y.

LUCAS, JOHN PAUL, Charlotte, N. C. (Southern)
MCKINNEY, C. B., Dallas, Texas. (Southwestern)
MCMAHON, J. J., Cleveland, Ohio.
MULLAWAY, B. J., Chicago, Ill. (Illinois)
MYERS, G. L., Portland, Ore.
POTTER, CLYDE H., Los Angeles, Calif.
RAY, DON, San Francisco, Calif. (Pacific Coast)
RICHARDSON, J. S. S., Philadelphia, Pa. (Pennsylvania)
SCRANTON, GEORGE H., Derby, Conn. (N. E. Gas Engs.)
SHUFF, J. E., Lincoln, Nebr. (Iowa)
SPRAGLE, L. D., New Albany, Ind. (Indiana)
STARR, L. K., Atlanta, Ga.
STELLE, OMAR E., Mount Clemens, Mich. (Michigan)
WATT, A. C., New York, N. Y.

Public Utilities Play Leading Role at Houston

PARTICIPATION by the public utility industry of America in the official deliberations of the Associated Advertising Clubs of the World was an outstanding achievement of the recent convention held at Houston, Texas.

The convention marked the twenty-first birthday of this powerful international association of advertising men, which ranks as one of the most influential bodies in the world. But more interesting still, especially from the standpoint of the public utility industry, Houston will always be remembered as the convention city where the Public Utilities Advertising Association, an officially recognized departmental of the mother organization, contributed two speakers to the general program and in addition held two sessions of its own.

For the first time in the history of organized advertising, two public utility men stood on the platform and told the story of the utilities. Three thousand delegates from the leading advertising clubs in this country and several hundred from South America and Continental Europe

heard for the first time at their convention how the essential services of gas, electricity, communication and transportation had made America the envy of the world.

Martin J. Insull, president of the Middle West Utilities Company, Chicago, and L. W. Baldwin, president of the Missouri Pacific Railroad Company, St. Louis, Mo., spoke on behalf of the utility industry and its problems. Both addresses were well received and frequent comment was heard that the public utility business, although a bit late in obtaining official recognition in advertising circles, certainly did credit to itself at Houston and would be an important drawing card for future conventions.

It was not alone the addresses on the industry that gave it recognition at Houston, but the gigantic display of public utility advertising literature. This display occupied nearly 200 linear feet on one floor, 100 linear feet on another floor, and enough unused material was left over to run around the entire floor of the auditorium, one of the largest buildings of its kind in America. In viewing the exhibit,

representatives of our government and foreign countries, advertising managers of America's leading industries and others declared that they had no idea the utility business was doing the advertising it is.

The credit for the part played by our industry at the Houston convention goes to the Public Utilities Advertising Association, an organization about 3 years old, which started with less than a dozen members and now has an active membership of 300—and is growing.

William H. Hodge, president of the Public Utilities Advertising Association in his address to the convention said:

"The Public Utilities Advertising Association exists to promote higher efficiency in utilities advertising. We are doing everything possible to improve copy, obtain greater results for every dollar spent, and to bring more ability and energy to bear on our advertising and publicity problems.

"We believe that we have set in motion a program which will bring public utilities advertising up to a standard exceeded by no other industrial group in the nation. This cannot be accomplished all at once. Very definite improvement has taken place during the past few years.

"No advertising of necessities is defensible that does not in some way produce a public benefit. This benefit may be expressed in lower costs to the consumer, in improved products or service, in better use of products or services, in correctly informed public opinion, in the avoidance or settlement of misunderstanding and controversy, in the improvement of health, extension of life and personal safety, in the development of accord and joint action to bring about desirable things, in the abatement of non-economic and injurious conditions—a list by no means complete, but sufficient to illustrate the extreme variety of public benefits which judicious advertising helps to achieve in the shortest time and at the lowest cost.

"It is safe to say that advertising has shortened by one-half the time necessary to reach the present national status of utilities development, and has saved vastly more in wages not paid to house to house canvassers, than it has cost. Discard these values accruing to the public and you have left a third value of even greater significance, namely the services of advertising to enable the public and the utilities

to understand each other and come to agreements permitting utility development. Through advertising progressive utilities found their voice and the people obtained a knowledge of their real purposes, policies and practices.

"Whether or not advertising of any kind may become a burden, rather than an economy, to the consumer seems to be one simply of relative cost. It is only through the making and study of annual advertising budgets that we can obtain information which will show whether expenditures are too much or too little, and on just what bases these expenditures rest and their relation to the business, the earnings and the consumer.

"There is a widespread demand at present for information of this kind. As the head of the Public Utilities Advertising Association I have received inquiries revealing the effort being made by utility organizations to determine how much should be spent in advertising of various descriptions, and to ascertain if there is any unanimity of rules and practices which may be regarded as standardized.

"The first thing that one learns in making up a utilities advertising budget is that you cannot take a percentage of gross earnings and apply it as a measuring unit as among the five utility industries or even among the utility organizations of any single class of these industries.

"For example there is an entirely different set of considerations governing the advertising policy of an electric railway, composed with an electric light and power company; there are elements in a gas company's advertising that have no place in that of a telephone company, while the waterworks business is almost in a class by itself. Again, if we could establish a standard gross earnings percentage for the power companies, it would be all out of line with such a percentage for the tractions or the telephone organizations.

"The portion of advertising expenditures chargeable to operating expense is so small compared to the earnings that it cannot possibly be an expansive factor in the making of rates. Its effect on rates can be one way only—towards holding them down and further reducing them by building up volume of business and earnings.

"Our association has attempted to be business-like and practical, realizing that it had a great task before it. We have had the generous cooperation of the four great national associations which have done so much toward making American utility services the best and cheapest in the world, the National Electric Light Association, the American Gas Association, the American Electric Railway Association, and the Society for Electrical Development. Three of these bodies have excellent advertising service bureaus, which it would be folly to attempt to duplicate and which our director recommends should be utilized by member companies as extensively as practicable."

INDUSTRIAL GAS SECTION

H. O. LOEBELL, Chairman

C. W. BERGHORN, Secretary

F. F. CAULEY, Vice-Chairman

MANAGING COMMITTEE—1925

ALLINGTON, J. B., Rochester, N. Y.
ANDREW, H. O., New York, N. Y.
BROUGHTON, H. E., Jackson, Mich. (Michigan)
CLARK, H. H., Chicago, Ill. (Illinois)
DE CORIOLIS, E. G., Boston, Mass.
DEFREITAS, W., New York, N. Y.
GUNS, J. H., San Francisco, Calif.
HARDING, D. J., York, Pa. (Pennsylvania)
HENRY, H. M., New York, N. Y.
HEDBORN, W. M., New York, N. Y.
HILTON, C. A., Pawtucket, R. I. (Gas Sales of N. E.)
HOLMAN, H. B., St. Louis, Mo. (Missouri)
HORN, R. J., Texarkana, Tex. (Southwestern)
KRAUSS, C. C., Baltimore, Md.
LEIBROTH, J. F., Newark, N. J.
METTRENT, F. X., Hammond, Ind. (Indiana)

MOREHEAD, JR., I. H., Atlanta, Ga. (Southern)
MUEHLBERG, C. E., Denver, Col.
PETERSON, C. G., Providence, R. I.
QUINN, J. F., Brooklyn, N. Y.
QUINN, J. J., Quincy, Mass. (N. E. Gas Engrs.)
RAMSAY, R. E., Philadelphia, Pa.
SCHURTS, A. A., Milwaukee, Wis. (Wisconsin)
SELLMAN, N. T., New York, N. Y.
SLIMPIN, C. D., Montreal, Canada. (Canadian)
SMITH, H. H., Boston, Mass.
STAHL, C. E., Davenport, Iowa. (Iowa)
STEPHANY, E. J., Pittsburgh, Pa.
THOMPSON, W. D., St. Louis, Mo.
WATSON, H. E. G., Toronto, Ont., Canada.
WHITWELL, G. E., Tacoma, Wash. (Pacific Coast)
YOUNG, R. R., Newark, N. J. (New Jersey)

CHAIRMEN OF SECTIONAL COMMITTEES ORGANIZED TO DATE

Advertising—F. F. CAULEY, Chicago, Ill.
Contact with Committee on Cooperation with Educational Institutions—J. J. QUINN, Quincy, Mass.
Education of Industrial Salesmen—J. P. LEIBROTH, Newark, N. J.
Nominating—H. H. CLARK, Chicago, Ill.

Policy—F. F. CAULEY, Chicago, Ill.
Progress—C. C. KRAUSS, Baltimore, Md.
Publicity—H. O. ANDREW, New York, N. Y.
Rates—H. O. LOEBELL, New York, N. Y.
Research—J. B. ALLINGTON, Rochester, N. Y.
Survey—R. E. RAMSAY, Philadelphia, Pa.

Industrial Gas Campaign Inaugurated

F. F. CAULEY reports that the money which was to be raised for advertising industrial gas in 30 trade journals, has been practically all turned in. As a result the American Gas Association has issued a formal contract to the Pratt & Lindsey Company, advertising agents, covering the entire campaign.

Letters have been sent out by the chairman of the Advertising Committee to about 50 gas companies and manufacturers asking them to furnish pictures of their best industrial gas installations. These are to be used by Pratt & Lindsey in their advertising work.

PUBLICITY COMMITTEE

H. O. Andrew reports that his committee is trying to get the publicity work on as routine a basis as possible. They are sending articles which appear in the Industrial Gas magazine to be reprinted in other papers. They are supplying about

78 house organs, 110 newspapers, and about 25 or 30 magazines with articles on industrial fuel. In addition there will be the 31 magazines in which our national advertising will appear. All told they will probably have about 500 to 600 outlets for these articles. The Committee will be glad to have any suggestions for further names to be added to this list.

SURVEY COMMITTEE

R. E. Ramsey reports that his committee has taken the states of New York and New Jersey and is attempting to secure from the majority of gas companies in these two states information as to the total potential industrial fuel business that is available and how much of this business has already been secured. The Committee will take the 1924 sales and revenue, together with the results of the survey, and from this, other places may be able to get an idea of what can be done

along these lines. The work in New Jersey is about completed and the New York committee work is in charge of two men who have it well in hand.

As outlined at the previous meeting of the Managing Committee in Rochester, the Survey Committee hopes to present a report of what a survey really is and what it means to the gas industry.

PROGRESS COMMITTEE

The Progress Committee is completely organized and sub-divided into five geographical divisions. Each division is supervised by a sub-chairman. The Industrial Data sheets have been distributed to all the members of the committee. C. C. Krausse, chairman of this committee, has communicated from time to time with the sub-chairmen advising them of the importance of this work and requesting them to keep in close touch with the members of their committees so that we might have a good return of these sheets. It has been forcibly brought out that the data submitted will have to be very carefully collected as it must represent facts and not guesses. A total of twenty data sheets have been received to date. Out of these twenty, there will be only three or four that will have to be sent back for more information. While it is true that, to date, we have received a very small number of these sheets, it is felt that, the committees now being properly prepared, considerably more returns will be forthcoming.

"Gas Makes the Man" Out as Poster

BY this time, undoubtedly, every company member of the A. G. A. has received a copy of the poster, "Gas Makes the Man," which graphically illustrates, in heroic size, some of the many

uses of gas in making the ordinary things of daily wear and convenience. Gas companies receiving this poster have been asked to do one or more of three things:

- (1) Return 35 cents in stamps in payment for the poster. (This price only just covers the cost of printing and mailing.)
- (2) Order as many more as you can use.
- (3) Return the poster if you cannot possibly find any conceivable use for it.

This poster is one of the most effective methods of illustrating to the public or to employees what gas is accomplishing in industry that has ever been devised, and it has been used with equal effectiveness in this country and abroad.

We hear of many ways in which our member companies are using it with good effect. One company in New England proposes to build an entire industrial exhibit around the idea. Another company from the middle west writes: "As we do not distribute gas, but sell to a distributing company only, and as we have no ground floor office, we are unable to use any large number of these posters. We are putting the one we have up on the bulletin board at our works. We find that many of our employees are quite interested in the knowledge of the ultimate disposition of our various products."

THREE LAWS FOR TRUTH

THERE ARE THREE LAWS against advertising misrepresentation:

First, there is the law of the land—legislation. That has been powerful toward keeping men straight as well as affording a means for the punishment of those who insist upon the crooked path.

Second, there is the law of pride. Liars do not have the respect and confidence of the public, and the average business man is animated as much by a desire for leadership, a desire to be somebody in the community, as by a desire for those profits we measure in dollars and cents.

Third and greatest of all, probably, is the law of self-preservation. The business death rate is amazingly high among liars.

COMMERCIAL SECTION

J. P. HANLAN, Chairman

R. L. BURDICK, Secretary J. B. MYERS, Vice-Chairman

MANAGING COMMITTEE—1925

ADAMS, W. A., Chicago, Ill.
 AMMERMAN, RAY, Jenkintown, Pa.
 ATWOOD, E. H., Wilmington, Del.
 BAILEY, E. P. Jr., Cleveland, Ohio.
 BARTLETT, C. E., Philadelphia, Pa.
 BATES, S. F., Macon, Ga.
 BURNS, E. J., Indianapolis, Ind. (Indiana)
 BURNS, J. J., St. Louis, Mo.
 CANNIFF, R. J., Poughkeepsie, N. Y.
 CAPEN, FRANK, Boston, Mass. (Gas Sales of N. E.)
 CLARK, J. C. D., Boston, Mass.
 CLAY, NOBLE L., Winston-Salem, N. C.
 COONEY, E. J., Lowell, Mass.
 CORL, WILBY F., St. Louis, Mo. (Missouri)
 CRANKSHAW, J. WARD, Allentown, Pa. (Pennsylvania)
 DAVIES, J. E., Chicago, Ill.
 GASTON, LUTHER, Birmingham, Ala. (Southern)
 GOULD, WM., Boston, Mass.
 GRADY, STANLEY, Philadelphia, Pa.
 HAYES, D. W., Detroit, Mich. (Michigan)
 HUNN, A. W., New York, N. Y.
 JOHNSON, W. B., Toronto, Ont., Canada. (Canadian)

JOHNS, JACOB B., Bridgeton, N. J. (New Jersey)
 KARRHNER, G. M., New York, N. Y.
 KENNEDY, THOS. F., New York, N. Y.
 KEYS, HARVEY A., Pittsburgh, Pa.
 KLOPF, G. C., Chicago, Ill. (Illinois)
 LITTLE, STANLEY E., Lorain, Ohio.
 LUTHER, C. A., Chicago, Ill.
 MARTIN, E. H., Des Moines, Iowa. (Iowa)
 MORRIS, W. A., Brooklyn, N. Y.
 NORTH, M. F., Fort Wayne, Ind.
 PHENICIE, C. R., Green Bay, Wis. (Wisconsin)
 POST, A. F., Philadelphia, Pa.
 REAGAN, W. J., Utica, N. Y. (Empire State)
 SMITH, DORREY R., Baltimore, Md.
 STOTE, LOUIS, Philadelphia, Pa.
 SWANN, ADA BESSIE, Newark, N. J.
 TUDBURY, JOHN L., Salem, Mass. (N. E. Gas Engrs.)
 VALENTINE, H. D., Chicago, Ill.
 WARDELL, C. W., Philadelphia, Pa.
 WHITWELL, G. E., Tacoma, Wash. (Pacific Coast)
 WISER, P. B., Brooklyn, N. Y.

CHAIRMEN OF SECTIONAL COMMITTEES ORGANIZED TO DATE

Architects and Builders—W. A. ADAMS, Chicago, Ill.
 Gas Refrigeration—H. D. VALENTINE, Chicago, Ill.

Home Service—MISS ADA BESSIE SWANN, Newark, N. J.
 Sales Stimulation—R. J. CANNIFF, Poughkeepsie, N. Y.

Commercial Program Actively Under Way

WITH the issuance of a complete Plan Book, the entire program of the Commercial Section has been organized in detail and is now rapidly being put into execution. The Plan Book is being distributed to all Commercial Departments of member companies, and additional copies may be obtained upon request at the Headquarters office.

The main elements of the 1925 activities as set forth in this book are the holding of regional sales conferences, two of which are in progress as this issue of the MONTHLY appears. One is being held at Lake Mohonk, New York, and the other at Gloucester, Mass. A number of leading men in gas sales work, and sales executives from other industries have been drawn on as speakers for these meetings. Although a third conference of this kind

was originally contemplated for the middle west, a conflict of dates with other meetings has made it advisable to postpone this third meeting at least until after the first of January.

A number of gas and appliance men from distant points have come on to Mohonk and Gloucester for the inspiration, education and interchange of ideas which these meetings provide. The proceedings and discussions at both conferences will be made available to all members in a short time.

The new Sales Stimulation Service, about which much has been promised, is now an actuality, and the first issues are being mailed to members who have subscribed for the current year. The strong endorsement of the set up of this Service which was given by all those who saw the

TECHNICAL SECTION

R. C. CORNISH, Chairman

J. P. HAFTENKAMP, Vice-Chairman
H. W. HARTMAN, Secretary

MANAGING COMMITTEE—1925

BATES, H. E., Chicago, Ill. (Illinois)
BENJORD, W. C., New York, N. Y.
BUTLER, W. A., St. Louis, Mo.
BRYANT, N. B., Bristol, Pa. (Pennsylvania)
BROWN, J. A., Jackson, Mich. (Michigan)
BUCKINGHAM, R., Pawtucket, R. I. (Gas Sales)
BURNICK, R. H., New York, N. Y.
CANTER, JR., R. A., New York, N. Y.
COOK, JR., H. R., Baltimore, Md.
COOPER, H. C., Pittsburgh, Pa.
EVANS, GEO. B., St. Louis, Mo.
FUTERA, H. C., Sedalia, Missouri. (Missouri)
FULDNER, A. C., Pittsburgh, Pa.
FURMAN, F. C., Providence, R. I. (N. E. Gas Engrs.)
HOT, C. W., Glassboro, N. J. (New Jersey)
HUTCHINGS, J. J., Montreal, Quebec, Can. (Canadian)

INGWALL, F. F., Binghamton, N. Y. (Empire State)
KELLY, T. J., Ft. Wayne, Ind. (Indiana)
KIRCH, L. A., Chicago, Ill.
LEVAN, D. H., Savannah, Ga. (Southern)
LYONS, B. F., Beloit, Wis. (Wisconsin)
MORRIS, W. R., Jersey City, N. J.
MURPHY, F. D., Houston, Texas. (Southwestern)
PERRY, J. A., Philadelphia, Pa.
PORTER, R. G., Chester, Pa.
SEYMOUR, F. W., Battle Creek, Mich.
SHYDER, A. I., Detroit, Mich.
SWANNO, L. S., Louisville, Ky.
VITTINGHOFF, H., Boston, Mass.
WEBER, F. C., New York, N. Y.
WILLIAMS, C. T., Sioux City, Iowa. (Iowa)
WILLIEN, L. J., Boston, Mass.
YARD, W. S., San Francisco, Calif. (Pacific Coast)

CHAIRMAN OF SECTIONAL COMMITTEES ORGANIZED TO DATE

Carbonization—A. M. BEEBE, Rochester, N. Y.
Cast Iron Pipe Standards—WALTON FORSTALL, Philadelphia, Pa.
Candensing and Scrubbing Committee—D. W. FLOWERS, St. Paul, Minn.
Chemical Committee—A. F. KUNBERGER, Philadelphia, Pa.

Distribution—H. E. BATES, Chicago, Ill.
Measurement of Large Volumes of Gas—M. E. BEEBE, Chicago, Ill.
Nominating—L. J. WILLIEN, Boston, Mass.
Revision of Catechism—W. J. SERRILL, Philadelphia, Pa.
Water Gas—J. H. WARRICK, Elrama, Pa.

Merchandising Problems of the Coke Dept.

(Continued from page 340)

These inequitable rates should be corrected by the railroad companies, otherwise the Interstate Commerce Commission will authorize a rigid mileage scale for everyone which will prove to be very disastrous to short hauls. Some of our member companies have been actively engaged for some time in endeavoring to have this condition corrected. We believe that they will be successful in their efforts within the next few months, but your Committee wishes the members of this Association to know what is going on.

Another disturbing factor is that certain coal-mine operators in the southern part of Illinois are making what they call carbonized fuel. They take the screenings at or near the mines and carbonize

them at a temperature somewhat below a thousand degrees, driving off from five to eight per cent of the volatile matter, producing a sort of a coke about the size of an English walnut.

This carbonized fuel can be readily shipped, and we understand that it is the plan of these operators to ship the carbonized fuel into this and other territories some distance from their mines, selling it there at a price about the same as that of soft coal. If they succeed in this effort they are making, the only salvation of our own coke business will be in the proper education of the public to the real value of genuine gas house coke, and it is the opinion of your Coke Committee that this educational effort should be begun now and that we should not wait

until we have begun to lose our coke customers.

This report of your Coke Committee is essentially a progress report. The possibilities for development of good coke, and a profitable market for it, are so great that your Committee feels that the entire Association should study this problem with renewed effort. With this in mind, we recommend a Coke Committee be appointed for the coming year to more specifically study the coke question, keeping closely in touch with the efforts of the Coke Committee and Carbonization Committee of the American Gas Association.

Showing the Coke User How

By JOHN F. WEEDON, Peoples Gas Light and Coke Company, Chicago, Ill.

THE Koppers Coke people have a headline to an "ad"—"Sleep An Hour Longer"—the justification for the statement being based on the fact that coke responds so readily when drafts are applied that they do not have to be "turned-on" as early in the morning as when other fuels are used.

They have somewhat overstated their case, but the inference is substantially true. Coke does respond very readily. The lack of readiness on the part of the public to use it in preference to other household fuels is due to a misconception in regard to the nature of coke, and utter ignorance concerning the correct use of it. A household, once converted to coke, and accessible to a good quality, will never go back to either hard or soft coal.

Coke is associated in the minds of most people with blast furnaces and it is generally supposed to "melt iron"; consequently must be disastrous to grate bars, and furnace boxes.

Thirty years ago anthracite coal was cheap and plentiful. Gas companies who manufactured coke found it hard to dispose of and consequently sold it at a very low figure. I know of one company that sold small size coke to its employees for \$2.00 a ton. Bakers, Chinamen, and itinerant Italian vendors of roasted chestnuts, were about the only steady customers for coke. It also had some sale among the foreign-born element, and plasterers used it in salamanders to dry out newly plastered walls.

For the most part the average American citizens regarded it as some strange sort of a make-shift fuel that only the poor ignorant foreigner would take pains to bother with.

The American householder is somewhat impatient of learning new methods of firing. He has been accustomed all his life to either anthracite, or bituminous coal, both of which require ample chimney accommodations, and plenty of "draft." He applies the same methods to coke that he has used for other fuels and tells you "It won't do, it burns up like tissue paper." Coke certainly will burn like tissue paper if you try to burn it under the same draft and chimney conditions used for cheap soft coal.

Much of the heat generated by anthracite and bituminous coal goes up the chimney. Practically none of the heat generated by coke need go up the chimney. Coke will burn without a chimney, as witness its consumption in salamanders and "chestnut roasters." All it needs is a good underneath draft, and enough of a chimney vent to carry off gases. Except for a few minutes occasionally, when it is necessary to "bring up the fire" the chimney flue should be closed; and most of the time the check draft can be opened. The smoke stack need never be so hot that you cannot place your hand on it in comfort, excepting, of course, as

stated above, the few minutes necessary to develop the fire.

Another point which the amateur experimenter with household coke fails to grasp is the method of firing. Every boiler fireman, janitor and average American knows that a "thin" fire is the best for quick action, whether for steam, hot water or hot air. The reverse, however, is the case with coke. The fire box should be kept full of coke, and the rate of burning regulated by the amount of underneath draft allowed. Coke will burn very slowly when properly checked, and a big slow fire is better and easier to handle than a small fierce one.

No amount of writing and printing these facts will have any appreciable effect on the potential prospect. Companies selling coke must arrange to "service" it. A man should follow shortly after the delivery of coke to every new customer. It may be necessary for him to call several times. The effort is worth while, for when a householder is once sold on coke, and realizes how easy it is to handle as compared with other fuels, he is sure to stick and be a booster for it. A point to make clear to him is that the heat generated in his furnace goes into the house and not up the chimney. A great many companies selling coke are furnishing this personal service. Printed matter will not of itself screw the courage of the customer to the buying point, and it won't keep him sold, unless someone takes the trouble to show him how to use it.

There is only one household fuel that obviates all the disadvantages of other kinds of fuel, and that is GAS. But some of us must wait awhile yet for this great-est of all modern conveniences, and in the interim use coke.

The above suggestions are the result of personal experience with coke as a fuel for house furnaces covering a period of nearly thirty years.

Progress Reports Made By Water Gas Committee

PROGRESS reports of sub-committees make up the program of a recent meeting of the Water Gas Committee of the Technical Section in Chicago.

BACK RUN PROCESS

A. H. Anderson, chairman of the Back Run Process Committee, submitted a blue print report of results with this process obtained from a questionnaire which he had sent to a number of gas companies. The report of his sub-committees will cover these results in a key arrangement, and it was recommended that the committee endeavor to ascertain the composition of the gases in each case.

MODIFIED WATER GAS SET—PAWTUCKET, RHODE ISLAND

W. D. Stewart, chairman, reported that results covering ten months' operation of the modified water gas plant at Pawtucket would be available for his report.

REFRACTORIES

The report this year will include details as to the results of the Bernitz air-cooled blocks showing the life of linings in several installations. There will be included a description of the method of installation, design and construction.

STEAM REGENERATORS

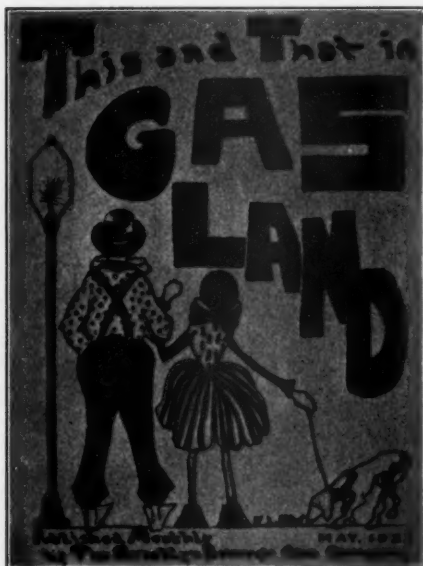
In addition to the results at Rochester, the report of this sub-committee will cover installations at Savannah, Kings County Lighting Company of Brooklyn, Flushing, etc. R. C. Kruger will get in touch with the Rateau Battu Smoot Company as to their installations.

CHRISMAN DOWN-RUN

It was reported that H. K. Seeley expected to prepare a report on the Chrisman down-run process which would discuss the theoretical economies largely as was done with the back-run process in last year's committee report.

Concerning House Organs That Bloom in the Spring

ACCORDING to reliable information, Spring is the season of fertility. Among the many productions of nature and other mediums that have come to our attention recently is a whole new crop of house organs, started on their respective ways by our member companies. We wish them all a successful voyage, and



The Youngest Gas Company Publication in the Field Hails from Coney Island.

hereby pledge ourselves to do everything possible toward that end; in the case of the gas industry it is an encouraging sign that we are beginning to talk about ourselves.

The new company publications devoted to spreading the gas idea are: "The Oriole," published by the Oriole Division of the Standard Gas Equipment Corporation; "This and That in Gas Land," by the Brooklyn Borough Gas Company, Brooklyn, N. Y.; "The Triad," by the Public Service Company of Colorado;

and the "Utilitarian," by the Blackstone Valley Gas and Electric Company and the Pawtucket Gas Company. The "Utilitarian" is not strictly a new publication, but makes its reappearance after a long absence.

The prize for novelty among the new ones goes to "Gas Land," whose May cover we are pleased to reproduce; for appearance and make-up to "The Oriole"; and for content to "The Triad."

Thus the list of house organs constantly increases. Their publication is always an interesting experiment, because their eventual usefulness may be as extended as opportunity provides.

James Myers, author of "Representative Government in Industry," some time ago wrote that most employe magazines present us with "the strange phenomenon of perfect silence upon the subjects which lie nearest to the hearts of the employees."

We do not think many of the company publications sent to this office by our members are open to that charge.

As a matter of fact, what we should like to see is more news about the company's operations.

Whether this is the function of an employee magazine, "by and for the employees" is questionable. Perhaps the solution is two publications, one representing the interests of the employee and one the company. This has been done in one or two cases with satisfactory results.

We are beginning to realize that employees are our best publicity men. All they need is a little direction and suggestion and as much information about company progress as we can give them.

Personally, we believe they will read such information as long as it is also news. Whenever an employee anywhere says "the same old stuff," then we have lost our case as far as he is concerned.

Associations Affiliated with A. G. A.

Canadian Gas Association

Date of Affiliation—Mar. 25, 1919.
 Pres.—E. R. Hamilton, Nova Scotia Tramways & Power Co., Halifax, N. S.
 Sec.-Tr.—G. W. Allen, 7 Antley Avenue, Toronto.
 Conv., Quebec, Que., July 15 and 16, 1925.

Empire State Gas and Electric Association

Date of Affiliation—Nov. 21, 1919.
 Pres.—M. S. Sloan, Brooklyn Edison Co., Brooklyn, N. Y.
 Chairman Gas Section—C. C. Atwood, The Brooklyn Union Gas Co., Brooklyn, N. Y.
 Sec.—C. H. B. Chapin, Grand Central Terminal, New York, N. Y.
 Annual Meeting, 1925.

Illinois Gas Association

Date of Affiliation—Mar. 19, 1919.
 Pres.—R. E. Chew, Union Gas & Electric Co., Bloomington, Ill.
 Sec.-Treas.—R. V. Prather, 305 Illinois Mine Workers Bldg., Springfield, Ill.
 Conv., 1926. Chicago, Ill.

Indiana Gas Association

Date of Affiliation—April 24, 1919.
 Pres.—G. M. Johnson, Northern Indiana Gas & Electric Co., South Bend, Ind.
 Sec.-Tr.—E. J. Burke, Room 1314, Peoples Gas Bldg.,
 Conv., West Baden Springs, Ind., Sept. 22, 1925.

Iowa District Gas Association

Date of Affiliation—May 21, 1919.
 Pres.—C. M. Benedict, Des Moines Gas Co., Des Moines, Iowa.
 Sec.-Tr.—H. R. Sterrett, 551 Seventh St., Des Moines, Ia.
 Conv., 1926.

Michigan Gas Association

Date of Affiliation—Sept. 18, 1919.
 Pres.—Chester Grey, Lansing Fuel & Gas Co., Lansing, Mich.
 Sec.-Tr.—A. G. Schroeder, Grand Rapids Gas Light Co., Grand Rapids, Mich.
 Conv., Mackinac Island, Mich., June 25, 26, 27, 1925.

Missouri Association of Public Utilities

Pres.—Wiley F. Corl, Community Power & Light Co., St. Louis, Mo.
 Sec.-Tr.—F. D. Beardslee, 315 N. 12th St., St. Louis, Mo.
 Conv., 1926.

New England Association of Gas Engineers

Date of Affiliation—Feb. 19, 1919.
 Pres.—H. N. Cheney, Boston Consolidated Gas Co., Boston, Mass.
 Sec.-Tr.—J. L. Tudbury, 247 Essex St., Salem, Mass.
 Conv., 1926.

Gas Sales Association of New England

Date of Affiliation—Oct. 1, 1919.
 Gov.—J. J. Quinn, Citizens Gas Co., Quincy, Mass.
 Sec.—J. H. Sumner, 719 Massachusetts Ave., Cambridge, Mass.
 Annual Meeting, 1926.

New Jersey Gas Association

Date of Affiliation—April 25, 1919.
 Pres.—H. D. Whitcomb, Public Service Electric & Gas Co., Newark, N. J.
 Sec.-Tr.—R. A. Koehler, Public Service Gas Co., Newark, N. J.
 Conv., 1926.

Pacific Coast Gas Association

Date of Affiliation—Sept. 18, 1919.
 Pres.—E. L. Hall, Portland Gas & Coke Co., Portland, Ore.
 Exec. Sec.—Clifford Johnstone, 447 Sutter St., San Francisco, Calif.
 Conv., Portland, Ore., August 17-20, 1925.

Pennsylvania Gas Association

Date of Affiliation—April 10, 1919.
 Pres.—Wallace G. Murfit, Bucks County Public Service Co., Newtown, Pa.
 Sec.-Tr.—Geo. L. Cullen, Harrisburg Gas Co., Harrisburg, Pa.
 Conv., 1926.

Southern Gas Association

Date of Affiliation—May 20, 1919.
 Pres.—W. H. Taylor, Georgia Railway & Power Co., Atlanta, Ga.
 Sec.-Tr.—J. P. Connolly, 141 Meeting St., Charleston, S. C.
 Conv., Wilmington, N. C. June 9-11, 1925.

Southwestern Public Service Association

Date of Affiliation—September 26, 1923.
 Pres.—W. E. Wood, Houston Electric Co., Houston, Texas.
 Chairman Gas Section—P. E. Nicholls, Galveston Gas Co., Galveston, Texas.
 Sec.—E. N. Willis, 403 Slaughter Bldg., Dallas, Texas.
 Conv., 1926.

Wisconsin Utilities Association

Date of Affiliation—March 25, 1919.
 Pres.—G. H. Wilmarth, Northern States Power Co., Eau Claire, Wis.
 Chairman Gas Section—S. B. Sherman, Wisconsin Gas & Electric Co., Racine, Wis.
 Exec.-Sec.—J. N. Cadby, 445 Washington Bldg., Madison, Wis.
 Conv., 1926.

Geographic Divisions

Eastern States Gas Conference

Date of Formation—April 11, 1923.
 Pres.—W. Griffin Gribbel, John J. Griffin & Co., Philadelphia, Pa.

Sec.-Tr.—R. A. Koehler, Public Service Gas Co., Newark, N. J.

Conv., 1926.

Employment Bureau

SERVICES REQUIRED

WANTED—An experienced man to take charge of gas department in a small New England city. It is a water gas plant with annual sales of about 31,000,000 cu. ft. In writing state fully your training, experience and salary expected. Address A. G. A.

Key No. 046.

WANTED—Water heater salesman wanted by well-known manufacturer of automatic gas water heaters; preferably residing in Brooklyn, N. Y. Address A. G. A.

Key No. 056.

GAS COMPANY operating in the Metropolitan District, New York, offers a permanent position to a thoroughly qualified Street Main Foreman. Address giving experience, salary expected and when services are available. Answers will be considered confidential if desired. Address A.G.A.

Key No. 058.

WANTED, General Superintendent—property near New York City, two water gas plants, high and low pressure distribution. 300 miles of main, 30,000 consumers. Address A. G. A.

Key No. 060.

DESIGNER—Well known manufacturer of high grade gas burning appliances has a position open for a competent man for experimental work and design of gas stoves, radiant heaters, tank water heaters, etc. Must be a practical man experienced with gases of various kinds and qualities. State fully your training, experience and salary expected. Address A. G. A.

Key No. 062.

SALESMAN WANTED to handle gas department sales and new business on ranges, water heaters and all gas appliances. Experienced man wanted. Permanent position for right man. Address A. G. A.

Key No. 064.

WANTED—Young man as Assistant in Gas Distribution Department, New England company serving population of 100,000. College graduate with one or two years practical experience in low and high pressure distribution preferred. In writing, state fully training, experience and salary expected. Address A. G. A.

Key No. 065.

SERVICES OFFERED

ENG.-SUPT. of one of the largest gas plants in the country would consider change. Desires to locate with company in which opportunities for future advancement are better than in present position. Is a married man. Has technical University training. No particular preference as to location. Address A. G. A.

Key No. 159.

WANTED—Am open for position as appliance salesman with Gas Company or Appliance Manufacturer. Have had twelve years' experience selling ranges, water heaters, room heaters and illuminating devices. Am at present employed in this capacity by a large corporation, but desire to make a change. Can furnish references from present and past employers. Married. Can report on reasonable notice. Address A. G. A.

Key No. 179.

WANTED—An Executive Position in Commercial Department. Young man with 14 years' experience and a thorough knowledge of the gas business. Salary discretionary. Address A. G. A.

Key No. 186.

POSITION—Wanted as Supt. of small gas company or as General Foreman of large plant. Approximately seventeen years' experience in all branches of manufacture and distribution, high and low pressure systems. Address A. G. A.

Key No. 190.

EXECUTIVE, with fifteen years' experience in coke oven practice on plants manufacturing surplus gas for city consumption, desires connection with growing public utility either as executive or position leading to same. College graduate, good personality, married. Available on reasonable notice. Address A. G. A.

Key No. 172.

WANTED—Executive position by young man with eighteen years' (18) experience in all branches of gas business. Eight years (8) as manager. Past four years, vice-president and general manager of gas company with nearly 10,000 meters. Mechanical engineer. Will accept position as manager of company with 7,000 to 10,000 meters, or assistant manager and engineer, with larger company. Married man. Replies must be strictly confidential. Address A. G. A.

Key No. 177.

WANTED—Position as Manager of Gas Company. Coal or water gas. College trained. Have served in works, street and office. Doubled meters and doubled output in last position. Address A. G. A.

Key No. 184.

WANTED—Executive position with more promising future by man with a broad practical experience in the manufacture and distribution of gas and electricity; also in the distribution of natural gas. Have operated successfully as executive of combined gas and electric property for over sixteen years. Services available upon reasonable notice to present employer. Address A. G. A.

Key No. 188.

WANTED—An executive position in Commercial Department. Young married man with 12 years' experience and a thorough knowledge of gas and electric accounting. Moderate salary desired. Available on reasonable notice. Address A. G. A.

Key No. 191.

INDUSTRIAL ENGINEER available on short notice. Nine years' experience in industrial and commercial department supervision. Record and references will be furnished. Address A. G. A.

Key No. 192.

WANTED: Position as Manager of Gas Property of 10,000 meters or more; prefer city where public relations are not good. Address A. G. A.

Key No. 194.

WANTED: Position by a Gas Engineer with twenty-three years' experience in all branches of the gas business and who has had experience in plant efficiencies and gas distribution problems. His connection with a strong operating company would make him a valuable man for a holding or a large operating company owing to his ability to reduce manufacturing and distribution costs. Would prefer position in the East. Address A. G. A.

Key No. 193.

PROGRESSIVE GAS MANAGER, with University training, at present employed, desires change; am married and man of family; have sixteen years' experience coal and water gas manufacturing, high and low pressure, construction and distribution. Desires connection with gas company with daily sendout of from one to two million cu.ft. Am a go-getter as to industrial new business. Best of references. Address A. G. A.

Key No. 195.

PUBLIC UTILITY EXECUTIVE, with broad experience in engineering, management and finance desires position. Offers character, integrity and ability with service. Address A. G. A.

Key No. 196.

by
to
all
gh

ke
to
on
ve
to
a

th
es
er
in
a
or
m
ty

ty
ed
nd
A.

ng
er
nd
ral
of
te
le
A.

le
ra
ed
A.

e
nd
nd
A.

of
ic

o-
te
in
s.
y
g
l-
n
l-

y
n
n
d
e
ol
s

e
d

Advisory Council

GEO. S. BARROWS	Providence, R. I.
J. M. BENNETT	Philadelphia, Pa.
S. T. BODINE	Philadelphia, Pa.
C. N. CHUBB	Davenport, Iowa
H. H. CLARK	Chicago, Ill.
CHAS. M. COHN	Baltimore, Md.
R. C. CONGDON	Hempstead, N. Y.
WM. M. CRANE	New York, N. Y.
J. E. DAVIES	Chicago, Ill.
S. E. DEFRESE	Rome, Ga.
J. S. DEHART, JR.	Newark, N. J.
CHAS. H. DICKEY	New York, N. Y.
L. R. DUTTON	Jenkintown, Pa.
P. H. GADSDEN	Philadelphia, Pa.
WM. GOULD	Boston, Mass.
W. GRIFFIN GRIBBEL	Philadelphia, Pa.
EWALD HAASE	Milwaukee, Wis.
R. B. HARPER	Chicago, Ill.
J. W. HEINS	Philadelphia, Pa.
ARTHUR HEWITT	Toronto, Can.
A. A. HIGGINS	Providence, R. I.
F. H. KNAPP	Pittsburgh, Pa.
A. P. LATHROP	New York, N. Y.
A. B. MACBETH	Los Angeles, Cal.
T. N. MCCARTER	Newark, N. J.
C. O. G. MILLER	San Francisco, Calif.
H. A. NORTON	Boston, Mass.
G. W. PARKER	St. Louis, Mo.
W. H. PETTES	Newark, N. J.
A. P. POST	Philadelphia, Pa.
ORD PRESTON	Washington, D. C.
M. C. ROBBINS	New York, N. Y.
GEO. D. ROPER	Rockford, Ill.
W. A. SAUER	Chicago, Ill.
H. S. SCHUTT	Philadelphia, Pa.
R. M. SEARLE	Rochester, N. Y.
F. C. WEBER	New York, N. Y.
L. J. WILLIEN	Boston, Mass.

AMERICAN GAS ASSOCIATION, INC.

HEADQUARTERS, 342 MADISON AVE., NEW YORK, N. Y.

Officers and Directors

PRESIDENTH. C. ABELLNew York, N. Y.
VICE-PRESIDENTC. L. HOLMANSt. Louis, Mo.
SECRETARY-MANAGERALEXANDER FORWARDNew York, N. Y.
TREASURERH. M. BRUNDAGENew York, N. Y.
ASST TREASURERW. CULLEN MORRISNew York, N. Y.
SECTIONAL VICE-PRES.R. C. CORNISHPhiladelphia, Pa.
SECTIONAL VICE-PRES.J. P. HANLANNewark, N. J.
SECTIONAL VICE-PRES.WENDELL L. SMITHBattle Creek, Mich.
SECTIONAL VICE-PRES.H. C. DAVIDSONNew York, N. Y.
SECTIONAL VICE-PRES.F. L. BLANCHARDNew York, N. Y.
SECTIONAL VICE-PRES.H. O. LOEBELLNew York, N. Y.

D. D. BARNUMBoston, Mass.
R. B. BROWNMilwaukee, Wis.
HOWARD BRUCEBaltimore, Md.
GEO. B. CORTELYOUNew York, N. Y.
M. B. DALYCleveland, O.
H. L. DOHERTYNew York, N. Y.
R. J. HOLEGreensboro, N. C.
J. J. HUMPHREYSMontreal, Can.
ALFRED HURLBURTPittsburgh, Pa.
J. B. KLUMPPPhiladelphia, Pa.
F. A. LEMKEKalamazoo, Mich.
DONALD McDONALDNew York, N. Y.
B. J. MULLANEYChicago, Ill.
CHARLES A. MUNROEChicago, Ill.
C. E. PAIGEBrooklyn, N. Y.
C. J. RAMSBURGPittsburgh, Pa.
D. J. YOUNGTacoma, Wash.

Section Officers

ACCOUNTING—ChairmanH. C. DAVIDSONNew York, N. Y.
Vice-ChairmanDeWITT CLINTONWorcester, Mass.
SecretaryH. W. HARTMANAss'n Headqtrs.
PUBLICITY AND ADVERTISING
ChairmanF. L. BLANCHARDNew York, N. Y.
Vice-ChairmanA. W. HAWES, Jr.Baltimore, Md.
SecretaryC. W. PERSONAss'n Headqtrs.
COMMERCIAL—CHAIRMANJ. P. HANLANNewark, N. J.
Vice-ChairmanJ. B. MYERSPhiladelphia, Pa.
SecretaryR. L. BURDICKAss'n Headqtrs.
INDUSTRIAL GAS—Chairman ...H. O. LOEBELLNew York, N. Y.
Vice-ChairmanF. F. CAULEYChicago, Ill.
SecretaryC. W. BERGHORNAss'n Headqtrs.
MANUFACTURERS—Chairman ...WENDELL L. SMITHBattle Creek, Mich.
Vice-ChairmanWATSON DERWENTRockford, Ill.
SecretaryC. W. BERGHORNAss'n Headqtrs.
TECHNICAL—ChairmanR. C. CORNISHPhiladelphia, Pa.
Vice-ChairmanJ. P. HAFTEKAMPRochester, N. Y.
SecretaryH. W. HARTMANAss'n Headqtrs.

SECRETARY-MANAGERALEXANDER FORWARD Ass'n Headqtrs.
ASST SECRETARY-MANAGER .H. W. HARTMANAss'n Headqtrs.

